



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

crops can be
monitored
from the
remote
locations

smart farming
will reduce the
human labor in
crop
production

pestify and
fertilization of
the plants will
be easy

human labor
in irrigation
will be
optimized

sensors will
monitors the
plants and
collects the
data

irrigation
will never
be delayed

crops will
be fertilized
perfectly

What do they SEE?

environment
friends
what the market offers

usage of
the water
will be
reduced

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

will the ratio
of fertilizer
will be mixed
accurately

can it give
the accurate
result in
detections

whether it is
suitable for
every kind of
crops

what will be
the time of
irrigation

can it notify
when the
corps are
ready to
harvest

can it detect
the disease
and pesticide

What do they HEAR?

what friends say
what boss say
what influencers say

Farming will
be managed
by AI & IOT

fertilization will
be easy without
human
interaction with
fertilizer and
pesticides

crops and
soil will be
monitored
regularly

PAIN

fears
frustrations
obstacles

deteriorated
soil quality

possibility
of damage
by animals

climate
change

GAIN

"wants" / needs
measures of success
obstacles

user
friendly

simple
login

easy to
access