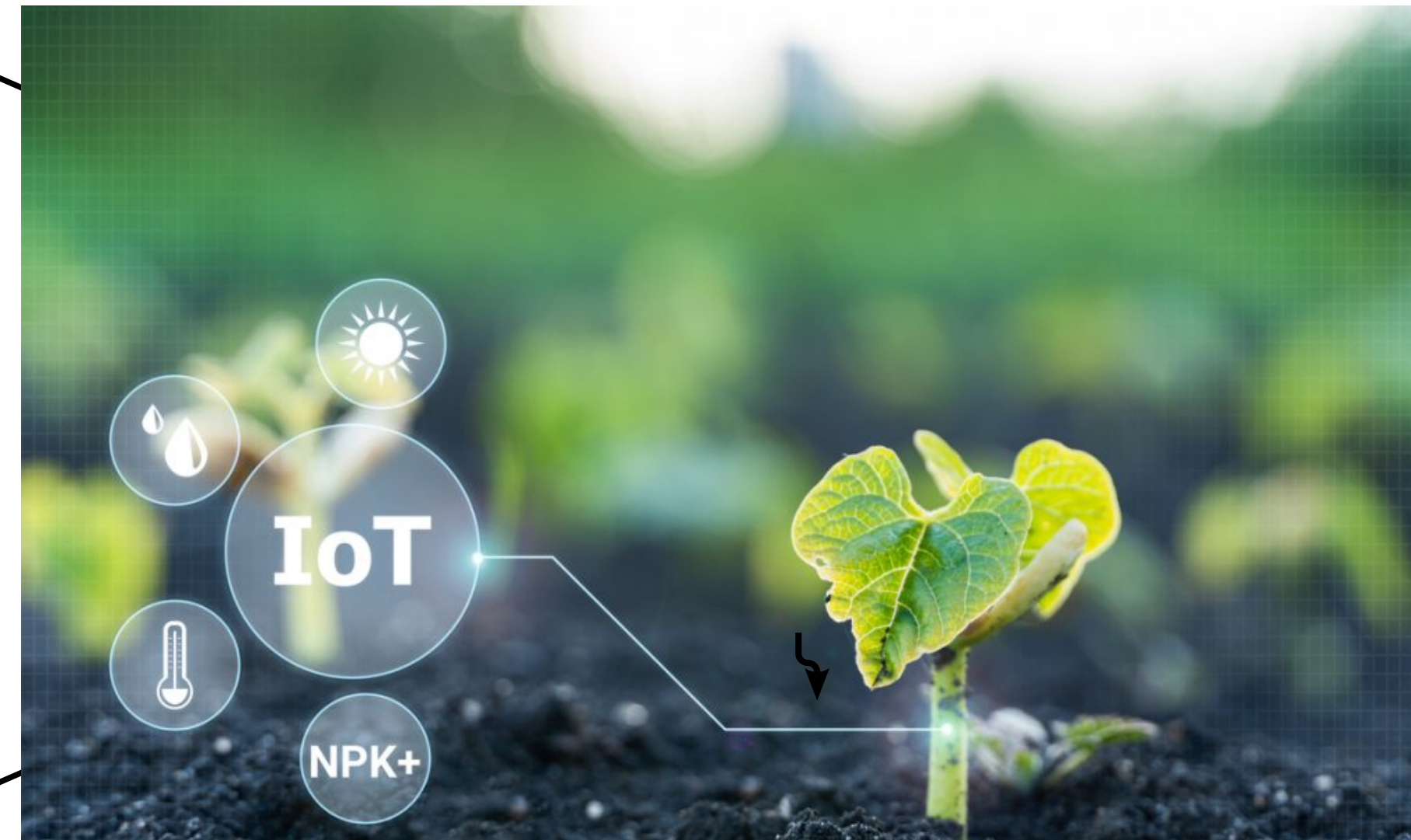


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Authenticity
becomes an
issue

Animal
husbandary
requires
training which
we cant afford

Competition
from other
farmers

Future plans
of
gardening

Information
from
gardening
experts

Changing
physical
terrain

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Corruption
and bribery

Want to use
more smart
devices in
future

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Wants to
uninterrupted
farm
operations

Nonseasonal
rainfall,slug
and snail
infestation

Does not
want data
breach

Invasive
pests &
diseases

PAIN

fears
frustrations
obstacles

Dont know
how to solve
the leaves
from turning
browm

It is used
only for
small farms

Smart
agriculture need
availability on
internet
continuously

GAIN

"wants" / needs
measures of succes
obstacles

Increased
Quality of
Production

The visible
progress of
plant

Monitoring
the livestock
& climate
conditions