

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Easy to
work &
simple to
use

It can protect
crops from
the animals
and birds

Beneficial
to farmers

Crops can be
monitored from
the remote
locations

Farmers
enhance
productivity

Farmers can
monitor the
fields from
anywhere

Reduce the
need for
manual
labour

Increased
protection

Crop
protection

Try to figure it
out what
problem
occurs

If any problem
occurs trying to
solve it without
any guidance

U can
monitor your
crops
regularly

It can give
the
accurate
result

Can
maintain by
ourselves

Ensuring
high yields

It can be
maintained &
costs less for
maintenance

Protection for
environment

Profitability &
large scale of
difference in
crops growth

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

If any
possibility of
damage by
animals

By any
chance of
destroying
the crops

If it can
withstand
any climate
changes

GAIN

“wants” / needs
measures of success
obstacles

I enjoy
using this
feature

Easy to
access &
user
friendly

Can monitor
within remote
location