

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



The cost for  
using this  
service is  
less.

Multilingual  
Application.

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## PAIN

fears  
frustrations  
obstacles

## GAIN

"wants" / needs  
measures of success  
obstacles

A small error in  
the algorithm or  
data results in a  
large amount of  
loss.

Crop prediction  
accuracy, disease  
and correct fertilizer  
recommendations

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Better  
Utilization of  
Available  
Resources

constancy  
of constant  
work.

Reduce the  
likelihood  
of a loss.

Is  
Recommended  
Fertilizer  
Available in the  
Users' Location?

Not Accurate  
at All the time  
Due to Lack  
of Data

One of the most  
efficient and  
rapid methods  
of disease  
detection

Early  
detection &  
management  
of problems

"Making  
Revolutionary  
Changes In  
Farming  
Industry".

"Preparations  
That Are  
Simple To  
Make".

"Fix Our  
Problems From  
Early Stages  
With This  
Application".

"It will Save  
Us Time".

"We get a  
Clear Report that  
Gives Us a Better  
Understanding of  
the Problem".

"It reduces  
the  
Complexity of  
disease  
Prediction".

Before applying a  
new technology  
farmers should  
fully understand  
the risk.

"It is such a good  
application for  
farmers and it will  
make them  
profitable in their  
business."

"How can I  
trust a  
Machine for  
My  
Business?"

Increasing You  
Knowledge  
About plant  
Diseases and  
Fertilizers.

It Unlocks A  
New Level Of  
Modern  
Agriculture.

It Simplifies  
the farmer's  
Work This is  
a  
textbox.

It has  
Accelerated  
The  
Agricultural  
Process.

It Replaces  
The  
Agricultural  
Experts.

Assisting in  
Making Better  
farm  
Management  
Decisions.

Instant  
Solution

It Eliminates  
a time-  
Consuming  
Process.

Reducing  
pests and  
Diseases.

The Reduction  
of the Human  
Risk by  
Ensuring that.

Sleep User  
Interface

User-  
Friendly  
Application

"Can this  
application take  
responsibility for  
the losses that  
may happen due  
to this application.

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application take  
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may happen due  
to this  
application?"

"I will try this  
and compare  
with actual  
outcome and  
Predicted one "