

WHO are we empathizing with?

Concerned more about the farmers

Young plant lovers and farmers who are just begin to grow plants

They need to find the solution for their plants disease

GOAL

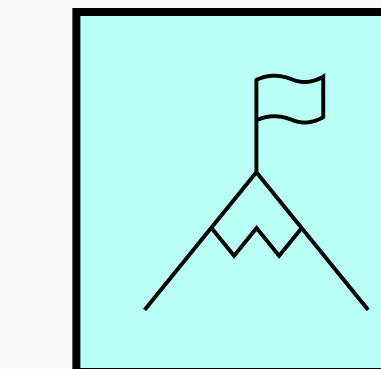
What do they need to DO?

What do they need to do differently?

What job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know they were successful?



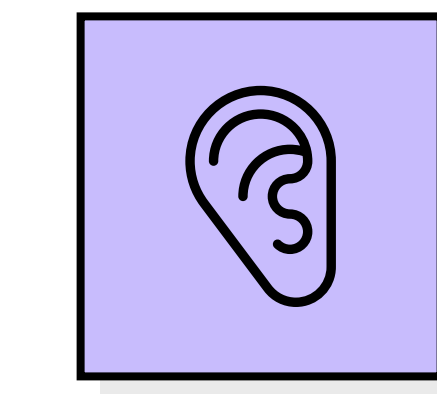
What do they THINK and FEEL?

1.Digitalize their plants disease with our app

2. Explaining their problem and following the recommended solutions

3. They need to choose the easy and best fertilizer to their plants

4. Taking the feedbacks and comparing the plants condition before and after fertilizer usage



What do they HEAR?

What are they hearing others say?

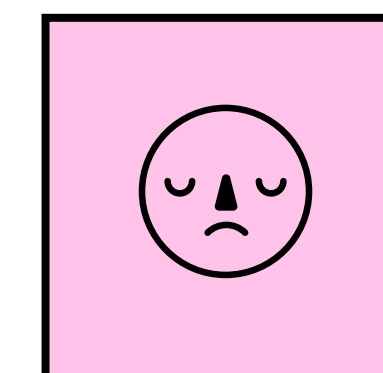
What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

PAINS

What are their fears, frustrations, and anxieties?



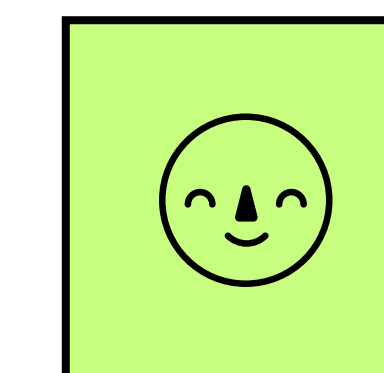
Does this disease is curable or not

Does we loss our whole plants

Where to ask for the solution

GAINS

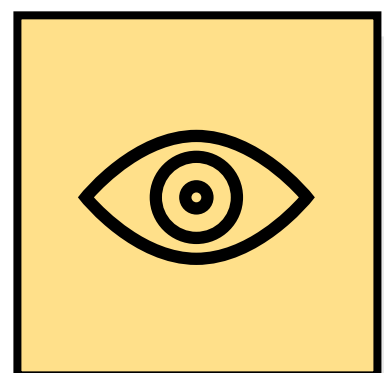
What are their wants, needs, hopes, and dreams?



Plant condition is improving and giving best harvest

The fertilizer is easy to prepare and ecofriendly

Plants looking healthy and bright



What do they SEE?

What do they see in the marketplace?

What do they see in their immediate environment?

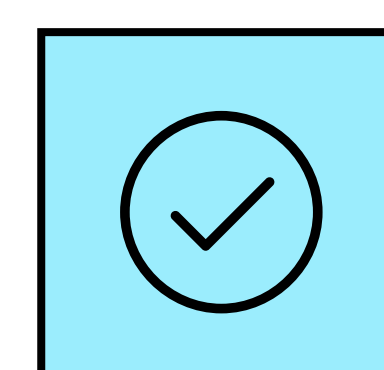
What do they see others saying and doing?

What are they watching and reading?

Usage of chemical fertilizer and Insecticides

Hybrid fruits and vegetables

Early harvesting and big sized fruits and vegetables



What do they DO?

What do they do today?

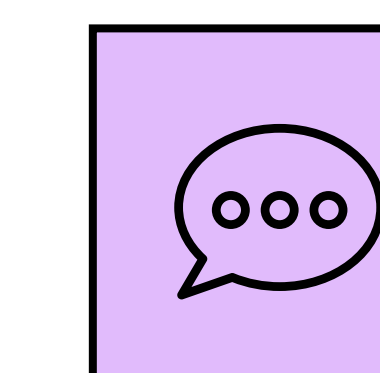
What behavior have we observed?

What can we imagine them doing?

Giving the fertilizer or not

Whether they regularly giving fertilizer or following a time period

Following the fertilizer on the advised times



What do they SAY?

What have we heard them say?
What can we magine them saying?

What we can improve and continue this method or not

Our feedbacks about the recommends whether giving good results or not

1. Plants will not give any harvest after disease

2. Unexamined fertilizers recommendation

3. Explaining their fertilizers and some are chemical based

4. Moving to the harm-full or chemical fertilizers