



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Feel easy to
increase the
production

Make an
alarm to Woo
the Animals
away from
the field

Send SMS
to the
Farmer

Open
Minded To
New
Technology

What do they HEAR?

what friends say
what boss say
what influencers say

Easy To
Maintain

Acheiving
Better Crop
Yields Leads
To Economic
Wellbeing

Difficult to
keep an eye
an the field

What do they SEE?

environment
friends
what the market offers

Monitor
Sensor To
Detect

Presence
Of Animals

Contiinous
Sensing

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Will it
Develop,The
Crop
Production?

Urgent
Attention

PAIN

fears
frustrations
obstacles

Requires a
Continuous
Internet
connection

Shortage of
food

Low
protectivity
of crops

Financial
Loss

GAIN

"wants" / needs
measures of success
obstacles

Excellent
Efficiency

Accurate
Form and
Field
Evaluation

Lowered
Operation
Cost