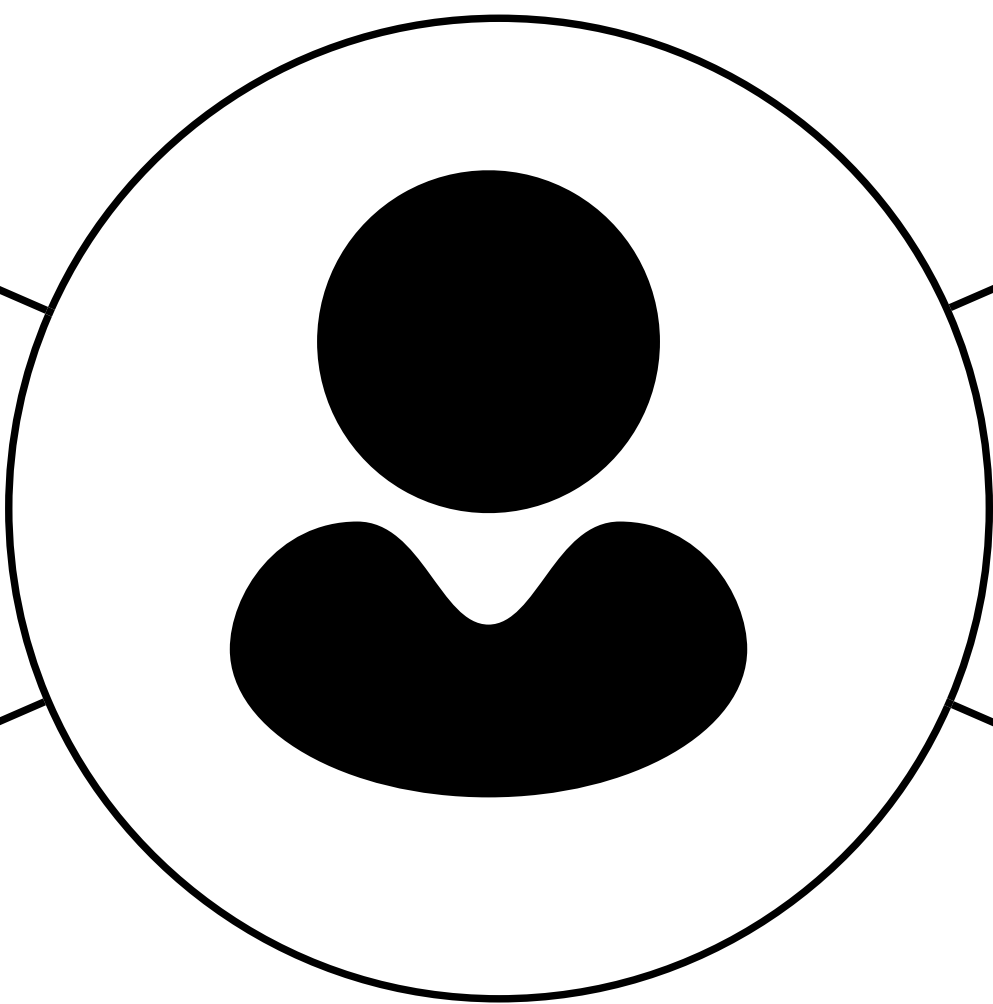


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Plays an essential  
role in decision  
making at global,  
regional, and field  
levels

An accurate model  
can help farmers  
to decide on what  
to grow and when  
to grow

Vital to measure if  
there is enough  
food for a nation's  
food supply,  
livestock feed &  
energy sources.

Warn the decision  
makers about  
potential reduction  
and allow timely  
import & export  
decision.

Always plant  
the right crop  
based on  
season &  
places

Don't waste  
the crop by  
planting it in  
wrong season

Use the  
water in  
optimum  
way for  
planting.

Production of  
crops will be  
increased

Agriculture will  
be improved  
more as there  
will be no loss

Wastage of  
water will be  
reduced

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Making use of  
past analysis  
will be useful  
for the present  
planting

Can it give  
the  
accurate  
result in  
analysis

Whether  
there will be  
growth in  
agriculture

Can it show  
the correct  
periodic  
analysis

**PAIN**

fears  
frustrations  
obstacles

Weather  
changes

Poor  
soil quality

Too much  
use of  
fertilizers

**GAIN**

"wants" / needs  
measures of success  
obstacles

Innovative  
visualization

Easy to  
understand

Differnt  
chart styles