



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

It's quite interesting
It's not the place for experiment
It will protect the crop

Practically sustainable
Let's try this protection
Less effort

What do they HEAR?

what friends say
what boss say
what influencers say

it will be helpful
it works fine
its quite interesting
It's protect crops without harming animals , that's good go for these
Go for this crop protection,its time to upgrade
it is affordable

What do they SEE?

environment
friends
what the market offers

increased profit
It helps in plant growth
It's not harm to animals
new experience
modernized farming
visible progress

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

its been tough to protect crops from animals and intruders
awesome inventions
Is It divert the animals form crops

its just waste of time and money
something can help
affordable?

PAIN

fears
frustrations
obstacles

confused
Number of sensors used
complexity
lot of effort
time consuming
availability of resources

GAIN

"wants" / needs
measures of success
obstacles

effort you put will work in time
good harvest
new experience
Remote access
can give plants to others
more connection