

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

what really counts  
major preoccupations  
worries & aspirations

**Fertilizer  
recommendation  
system for  
disease  
prediction**

**It  
improves  
qquality  
and  
quantity**

**It can  
reduces  
the man  
power**

**It reduces  
pests and  
diseases**

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

**It is a user  
friendly  
application**

**providing  
data  
security**

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

attitude in public  
appearance  
behavior towards others

**It is a good  
application  
for  
Farmers**

**It unlocks  
a new level  
or Modern  
Agriculture**

**Making  
revolutionary  
changes in  
farming  
industry**

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say

**It reduces  
the  
complexity  
of disease  
prediction**

**Fix the  
problems  
from the early  
stages  
through this  
application**

**before  
applying a new  
technology  
farmers should  
know about the  
risk**

**how can i  
trust a  
machine  
for my  
business?**

**PAIN**

fears  
frustrations  
obstacles

**it reduces  
the  
interaction  
between  
humans**

**the  
ingredients in  
the fertilizers  
are toxic to  
the skin**

**Excessive  
use of  
fertilizers  
damages  
plants**

**GAIN**

"wants" / needs  
measures of success  
obstacles

**it is  
soluble  
and easily  
absorbed  
by plants**

**water  
holding  
capacity  
increased**

**recycles  
food  
production  
waste**