

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Soil
Fertility

Financial
Worries

Offers
Market

soil test
based
fertilizer
for disease
prediction

What do they HEAR?

what friends say
what boss say
what influencers say



Type of
fertilizer
(inorganic,
organic,
biological)



Brand
Status&Product
Labeling



What do they SEE?

environment
friends
what the market offers

Nutrients
values

Helpful
for
farmers

Guidelines
of Agro
Service



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Recommending
High Yield



PAIN

fears
frustrations
obstacles

Low Cultivation



Wastages of
Money

Biodiversity
Loss



Increasing
Fertility

GAIN

"wants" / needs
measures of success
obstacles

Contacting the
Experts with
Farming App
Development



Weather
Forecasting