



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

climatic
conditions

it makes the
farmer as
smart as
possible

Think my
ideology will
reduce the
work of
farmers

It improves
quality and
quantity.

promoting a
healthy
lifestyle for
the farmer

lowering
human
danger by
making sure
that

It eliminates a
time-
consuming
process.

Proper
Manures,
Fertilizers and
Biocides

Poor
Agricultural
Marketing

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

It is such a good
application for
farmers and it will
make them
profitable in their
business.

Adopt and
learn new
technologies.

Language
Terminology

Before applying a
new technology
farmers should
fully understand
the risk

What do they HEAR?

what friends say
what boss say
what influencers say

simple to
prepare
preparations

fertile soil

IoT open up
endless
possibilities
of Smart
Farming

If it makes a
wrong
prediction, it
leads to a huge
loss

Easy and
user-friend

PAIN

fears
frustrations
obstacles

lack of
resources.

Deteriorated
quality of the
soil.

It may lead
to
the wrong
prediction.

A little flaw in
the algorithm
or the data
causes a large
loss.

GAIN

"wants" / needs
measures of success
obstacles

clear
guidelines
and a button
for action

It's time
efficient

Better
Utilization of
Available
Resources

better use of
the resources
that are
available