

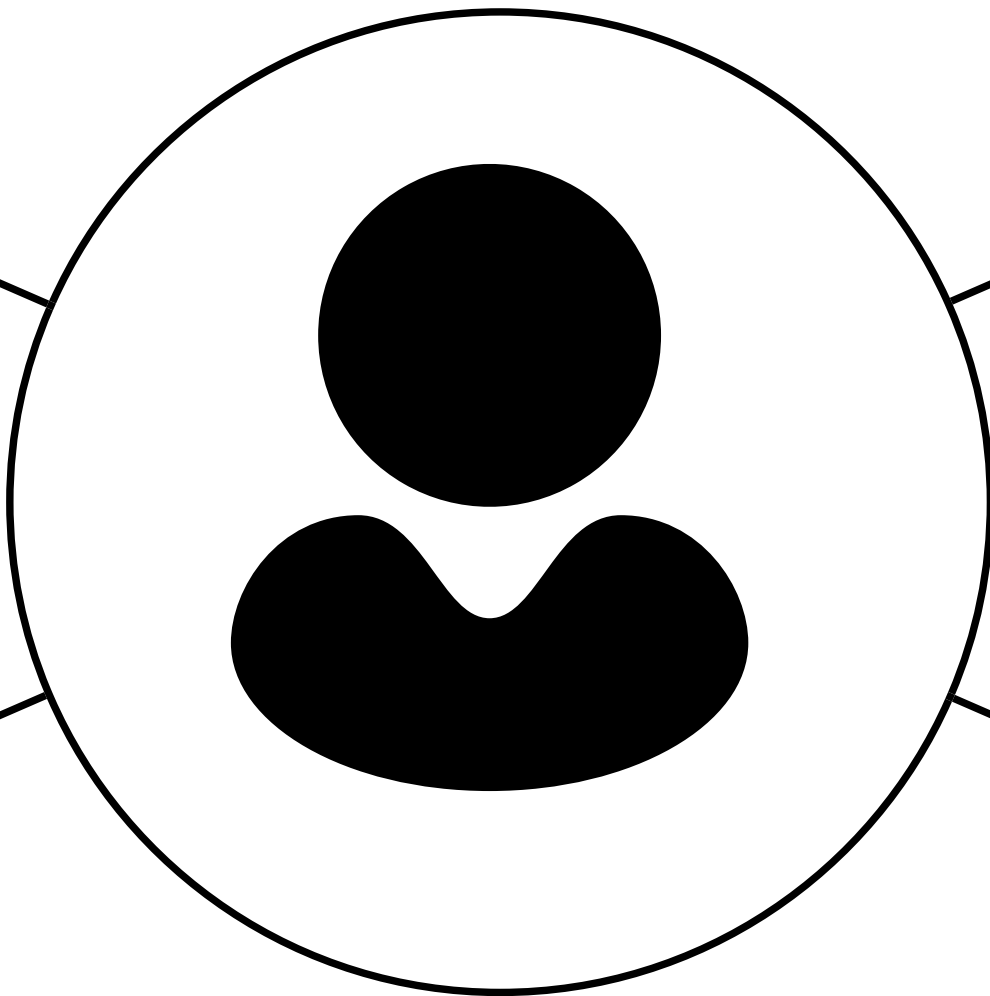
Improving  
productivity  
and  
efciency

It replaces  
the  
agricultural  
experts

*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

It can  
reduce a  
man's  
power

It unlocks a  
new level of  
modern  
agriculture



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

"Easy and  
user-  
friendly"

"The cost for  
using this  
service is  
less"

"It will save  
us  
time"

Reducing  
pests and  
diseases

User  
Friendly  
Application

Multilingual  
application

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

"How can I  
trust a  
machine for  
my business?"

"Can you  
guarantee the  
accuracy of  
this  
application?"

*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

" I will try this  
and compare  
with actual  
outcome and  
Predicted one "

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

**PAIN**  
fears  
frustrations  
obstacles

It reduces the  
intraction  
between  
humans

Not all people  
trust the  
recommendation  
systems

Not Accurate  
at All the time  
Due to Lack  
of Data

**GAIN**  
"wants" / needs  
measures of success  
obstacles

Self-working  
environment

Early  
detection &  
management  
of problems

Improves  
Productivity