

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Smaet way  
of  
agriculture

Automated  
water  
pumping  
system

Track the  
status of  
crops and  
insects

increase  
the  
quality

increase  
the  
quantity

Using Gps  
and  
satellites



## What do they HEAR?

what friends say  
what boss say  
what influencers say

Wastage of  
water  
can be  
reduced

To reduce  
manwork

Sensors are  
active for  
24/7



Very  
innovative

Efficient for  
older  
people

Step for  
smart city

## What do they SEE?

environment  
friends  
what the market offers



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Improve the  
quality of  
farming

Ensure the  
growth

Technology  
growth in a  
good way

Better costs  
management  
and waste  
reduction

Automation  
boost  
efficiency

Trace  
anomalies  
in crop  
growth



## PAIN

fears  
frustrations  
obstacles

Time  
consuming  
and  
expensive

Difficult to  
detect  
outbreaks

problems  
cannot be  
find at early  
stage



## GAIN

"wants" / needs  
measures of success  
obstacles

High yield

Automated  
methods to  
increase  
production

can be  
controlled  
easily in our  
homes

