

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



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

They can find
the disease at
the early
stages

Will it reduce
the bacterial
and fungal
infections?

How deep
learning
techniques
work on
plants?

Whether it
will give high
quantity and
quality

How automated
system identify
different disease
on plants

They have plenty
of
recommendation

They find the
disease by
taking the
photo of the
leaves

This is very
much user
friendly

Purchase fertilizer
based on the
recommendation

Recommend
the web app
to other
farmers

Farmers need
recommendation
based on the
disease

It is simple
to use

Interactive
user interface
to upload
images

Portal for
farmers

Recommendation
of fertilizer

Disease
identification

Internet is
needed

New
disease
arise

Not organic

Spending
large amount
of money for
fertilizers

Easy
identification
of disease

Minimum
risk

Determining
best
fertilizers

Prevention
of disease