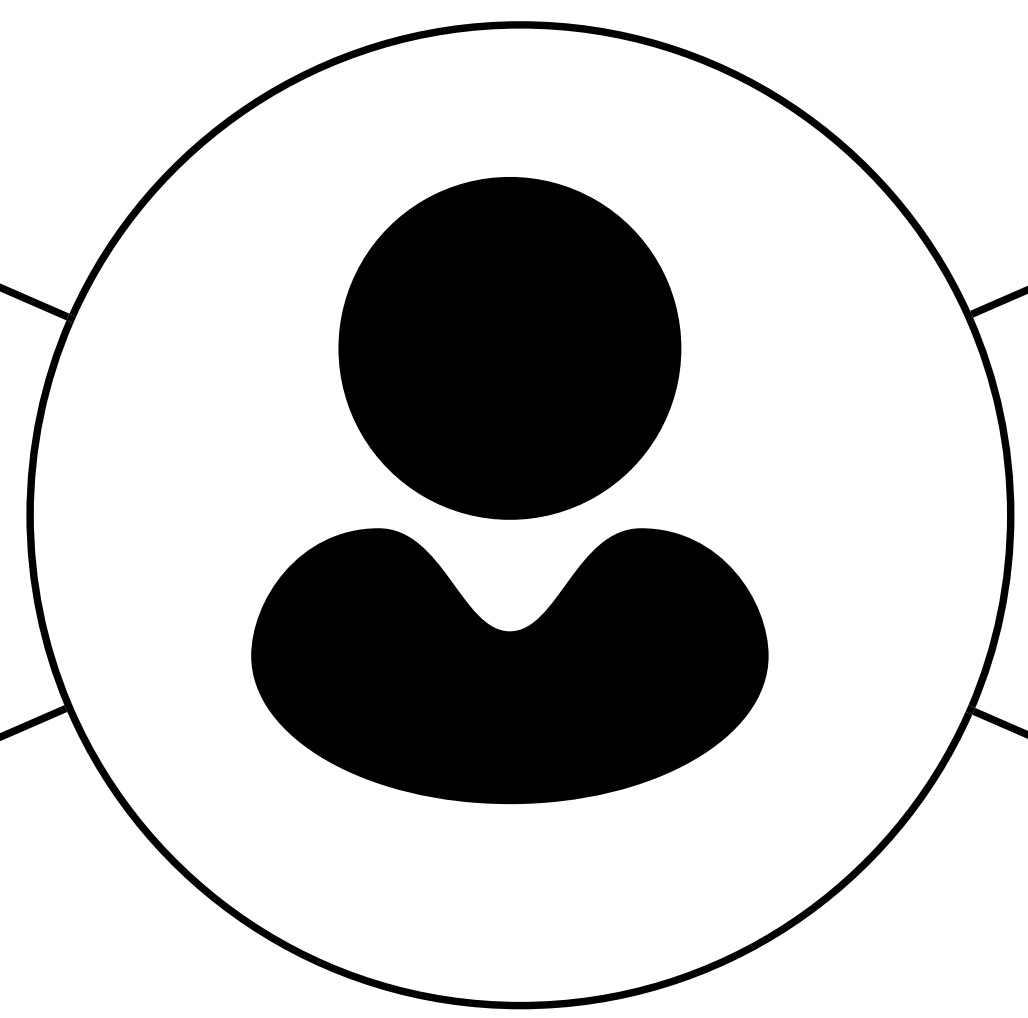


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Gathering the soil parameters
- Gathering the crop parameters
- Data store

What do they
HEAR?

what friends say
what boss say
what influencers say

- Precision Agriculture
- Using ANN,ML,SVM
- Computational time complexity

What do they
SEE?

environment
friends
what the market offers

- Advanced Technology (AI)
- Future importance
- Bio-market

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Protection against pests
- Soil monitoring sensor
- Adding fertilizers

PAIN

fears
frustrations
obstacles

- Generally afraid of pain
- It doesn't work
It's going to be hard
- Being depend on help

GAIN

"wants" / needs
measures of success
obstacles

- Wants to function
- Maintain a farmers work
- Highest price