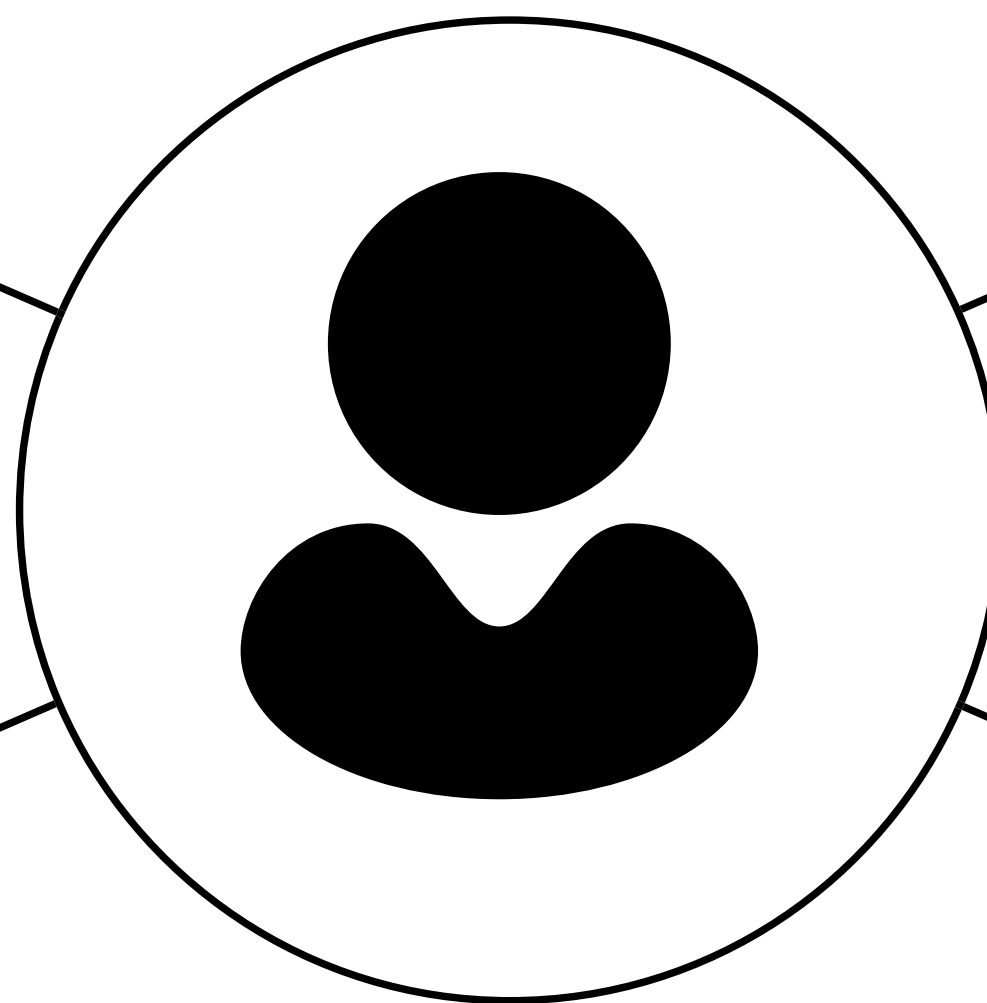


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

Effects of  
climatic  
conditions  
on crops

Hard  
cultivating  
condition due  
to Drought

Losses due  
to Heat  
stress

Soil  
properties

Diseases  
and pests

Test the soil  
fertility

Prevention  
of  
PATHOGEN

Effects  
SUSCEPTIBLE  
HOST

FAVORABLE  
ENVIRONMENT

Preventive  
measures

Strategies to  
overcome  
crop yield  
reduction

Lack of  
nutrients

Pests  
affecting  
the plant

Fertilizers  
on correct  
proportion

Manure

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

REGULATORY

GENETIC

CULTURAL

BIOLOGICAL

Search for a  
consultant

## PAIN

fears  
frustrations  
obstacles

Hard to filter  
the best  
suitable  
fertilizer

Eradication  
of pests

Finding best  
composition  
of the  
fertilizer

Don't know  
where to find  
the correct  
solution

Lack of  
Flexibility

## GAIN

"wants" / needs  
measures of success  
obstacles

Reduces  
the  
complexity

EASE OF  
USE

REDUCED  
APPLICATION  
COST

REDUCED  
ENVIRONMENT  
IMPACT

High yield

Profit is  
high