

Differences in expected behaviour	Reach	Impact	Confidence	Effort	Score
Farmers are not making irrigation & spray decisions as per our sent advisories. Either they are checking the values or making decisions based on their farming experience.	90	8	90	5	12960
Farmers are not marking the activities as done after completing it.	100	5	95	8	5937.5
Farmers are not using our help section to raise an issue by themselves.	80	2	90	3	4800
Influences & Biases	Reach	Impact	Confidence	Effort	Score
Fasal device is only good for irrigation.	90	8	90	13	4984.615385
Influence of shop vendors on our chemical & Fertilizer suggestion	80	3	90	3	7200
Learning & Adoption	Reach	Impact	Confidence	Effort	Score
Adoption is seen majorly for Soil moisture data and some for alerts.	90	8	90	13	4984.615385
Farmers have not explored other than what has been communicated on demo or by CS Team.	80	5	90	8	4500
Navigation	Reach	Impact	Confidence	Effort	Score
After clicking on gauges section user lost the	80	2	90	2	7200
Absence of contextual clicks	85	2	85	3	4816.666667
Time taken to find activities, forecast from the	75	2	70	3	3500
Main navigation back button issue (Android) : Clicking main navigation back button in android closes the app.	80	2	90	5	2880
Understanding Product Features	Reach	Impact	Confidence	Effort	Score

Difficulty in understanding Delta T value in the spraying guide.	100	3	90	2	13500
Raise an Issue - Most of the farmers are no	80	2	90	3	4800
Finances - This section is unexplored and least used by the farmers as they are used to old book keeping.	60	2	85	3	3400