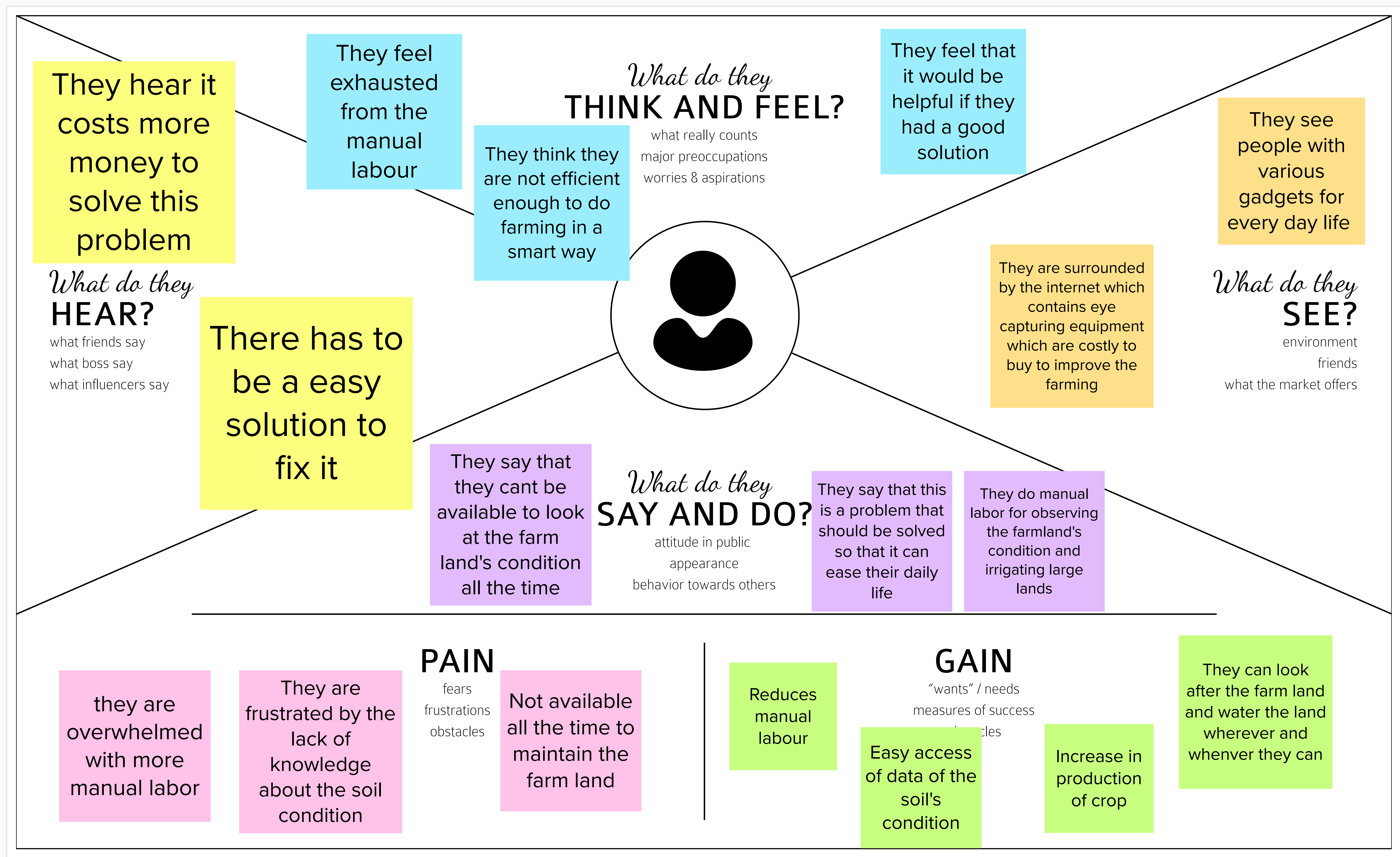


Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



Problem Statement

In our current state of affairs there is demand for large amount of food supply. The farmers cannot supply food on demand with their existing technology. It is difficult for them to monitor and irrigate the land remotely for large amount of acres. This leads them to use more water and more energy in the process. The farmers want to minimise the use of water and energy to produce more food effectively. For that they want a solution to access the pump for all the lands with a single click and they are also in need of the information about the condition of the soil wherever and whenever they want.

Our Goal:

Our solution is to make an IOT based device to monitor the soil's condition and display the information to the farmers using mobile and web application so that the famers can decide to postpone or water the field wherever and whenever they want by controlling the motor pumps with the single click from their mobile after monitoring the sensor information.