



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Will the device accurately measures the soil moisture levels, temperature, and humidity values

Weather Condition and Climatic changes

They estimate the ripening season because it draws animals more than usual.

Location of the field

The device will also monitor the soil moisture levels, temperature, and humidity values

It captures the pictures fo the animals and birds. It also raise an alarm.

The Model mainly focuses on detecting animal and birds that enter the farm

The field will be free from animals and birds.

The soil moisture,temperature and humidity values may not be accurate

Will the device detect the animals properly?

Will it generates the alarm quickly before the animals spoil the farm?

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

The field can be look after peacefully from home.

*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

Proper maintenance of the device

Abnormal measures in soil moisture, temperature and humidity

Damage to crops due to animal activities

**GAIN**

“wants” / needs  
measures of success  
obstacles

Increase in crop yield.

Profit in market

Fields will be safe from animals and birds.