IBM I. IDEATION PHASE

1.EMPATHY MAP

TEAM ID: PNT2022TMID08320

TEAM LEADER: LAXMI NARAYANAN M

TEAM MEMBER: MANIKANDAN R

TEAM MEMBER: AAHIN K

TEAM MEMBER: BALAJI S

Does

Use computers and internet

Sends email and access online platform

Gathers data from smart devices

Has multiple smart devices on

Makes decision based on smart devices

Thinks

Security threats are rare in agriculture sector

All smart devices are safe by default

Having anti - virus on computer is all that is needed

Says

Wants easy to use intuitive solution

Wants to uninterrup ted farm operations

Does not want data breach

Wants to use more smart devices in future

NO IT security staff

User

Feels

Farm computers and devices are similar to home

Information are too technical

Distracts us from our core business

We don't handle enough cash to attracts hackers