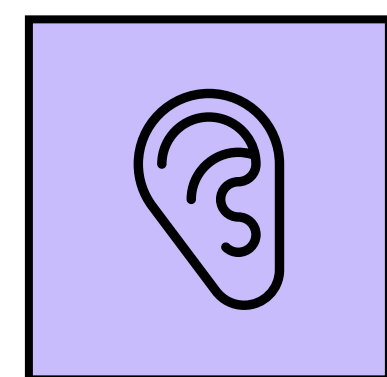


WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



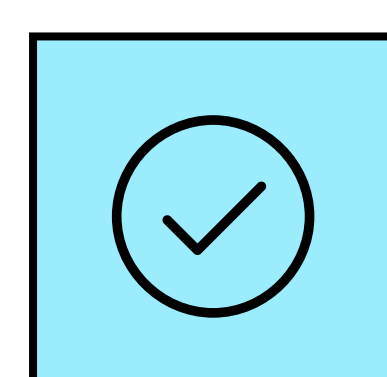
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Emerging challenge
will be combining
the Farmers
knowledge and
experience with
these new
technologies

See to it, That
you have enough
knowledge to
handle the
mobile
application

Easier
monitoring,
analysis and
almost 70% of
farmer's time is
saved



What do they DO?

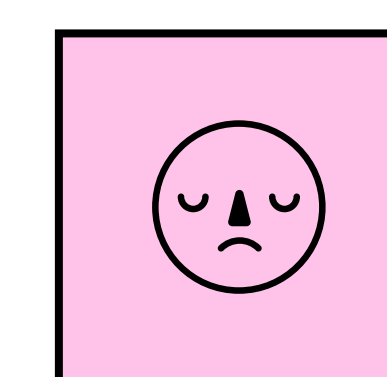
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Drip irrigation is a
most expensive
irrigation improving
techniques help
farmers.

Proper storage
facility to store
grains must be
available

PAINS

What are their fears,
frustrations, and anxieties?



Device may get
affected due to
external factors
and the setup
is costlier

It may take time for
farmers to get used
this
technology,Internet
connectivity can be
an issue

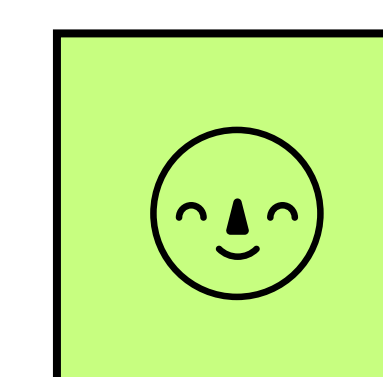


What other thoughts and feelings might influence their behavior?

Farmer should be
given a right to
decide the rights of
the products.Flood
irrigation needs more
water.

Maximize the yield
with minimum
resources .Efficient
watering of crops
saves water.

To control
watering of
crops using
mobile
application itself



GAINS

What are their wants,
needs, hopes, and dreams?

Remote
monitoring and
energy efficient
.Reduced labor
cost and saves
time

Device is compact
and has advanced
features.Affordable
price of the device
can be provided to
customers

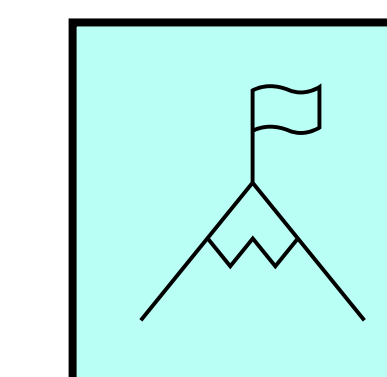
To monitor
the moisture
content of
soil

To Monitor
the humidity
level of
farmers land.

Suggest
possible
decisions and
best
decisions.

What do they need to DO?

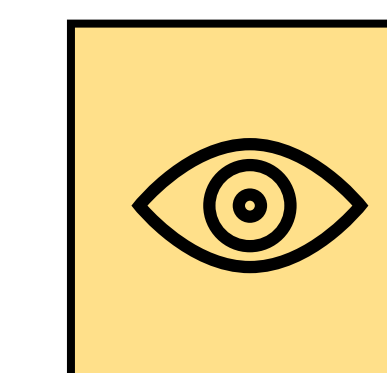
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



Educate
farmers how
to use system
should be
secure.

waterproof
temperature sensor
to monitor weather
and soil
condition.Wireless
sensor deployed in
fields to track crops

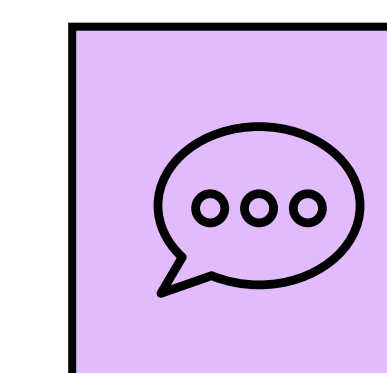
Water sprinklers-
sustainable water
consumption,water
pump automatic
irrigation system



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Climatic
condition,lack of
water are major
irrigation related
problems and
techniques should
be improved



What do they SAY?

What have we heard them say?
What can we imagine them saying?

Irrigation
techniques
should be
improved.

Climatic
condition lack of
water are major
irrigation related
problems.