

What do they
THINK AND FEEL?

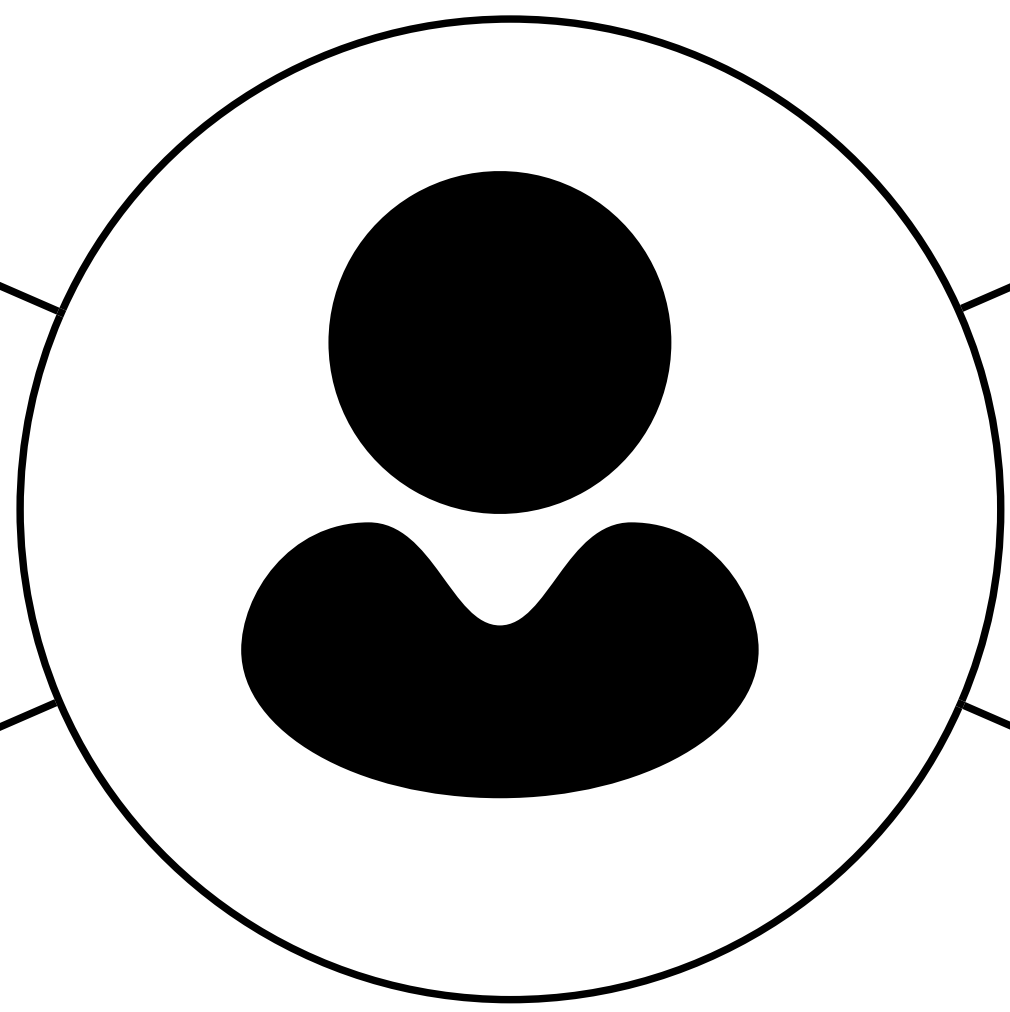
what really counts
major preoccupations
worries & aspirations

Automation of tasks increases productivity,time & cost efficiency

Reduces the manual work

Help farmers react to the changing environment and weather conditions faster and better to prevent losses of crops and livestock substantially

The app would reduce farmers stress about on-farm inspections



What do they
HEAR?

what friends say
what boss say
what influencers say

How it provide assurance to farmers that application will be processed on time?

How it help farmers to become more confident in their ability to use a smartphones?

How it promote interest among older farmers to use smart phones for work

How it improves communication between farmer & the department?

Who have had negative experiences with technology are not interested in pursuing them further

Future of farming is here & its easily accessible washable digital tools

Maximize production with precise monitoring by IoT

Used to collect data on irrigation ,soil health ,water management ,tracking

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Older farmer are not interested in using smartphones for work than the younger farmers

Farmers living in areas of poor internet connection will not use the app

Departmental monitoring of farmers & their farming activity will increase as a result of the app

Who will not be able to use the app will feel isolated & left behind

PAIN

fears
frustrations
obstacles

Availability of internet continuously

Farmers need to understand and learn the use of technology

Initial capital cost may be high

Privacy and Security issues

GAIN

“wants” / needs
measures of success
obstacles

Keep up-to-date on farming technology

GPS gives an exact estimation of the field that is being prepared for farming

The farmers can monitor the field conditions from anywhere.

able to improve insect resistance of plants as well as their resistance to disease.