

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



managing farms
using
technologies like
IoT, robotics,
drones

By smart farming
optimizing the
human labor
required by
production.

I Think my
ideology will
reduce the
work of
farmers

Farmers might
work 24/7.
major difficult
part is
irrigation.

Leading-edge
Smart
Agriculture
Systems Fueling
Market Growth

Future
Technology
in farming is
Drone

What do they HEAR?

what friends say
what boss say
what influencers say

IoT open up
endless
possibilities
of Smart
Farming

launching new
precision
agriculture apps
that help collect
accurate data

What do they SEE?

environment
friends
what the market offers

Opinions
and feed
back

Typical day

Determining farmer
attitudes can help to
establish the barriers to
best practice by
uncovering the
diversity of views that
people hold

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Language
Terminology

Others
always see
the Farmers
as a low level
people

Farmers tend to
be
predominantly
enterprising
individuals

PAIN

fears
frustrations
obstacles

Climate
changes

Deteriorated
quality of
the soil

GAIN

"wants" / needs
measures of success
obstacles

Easy to
access

Simple login
(face/finger)

Contact/
helpline

Offline
options

Clear
instructions
and
action
button

User
Friendly