

# IoT Enabled Smart Farming Application

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Some hear  
its risky

Some hear  
its  
inaccurate

Someone  
says its  
beyond  
budget

Feels difficult in  
understanding

Adopt and  
learn new  
technologies

Lack of  
information  
about crops

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SEE?

environment  
friends  
what the market offers

Non-awareness  
of varying farm  
production  
function

Satisfy  
consumers  
changing  
taste and  
expectations

Technical  
failures and  
resultant  
damages

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Innovation  
ideas and  
trainings

To create a  
technology  
and to control  
crop  
management

Integration  
platform across  
systems with  
security model

## PAIN

fears  
frustrations  
obstacles

Fear of  
High cost

Less  
knowledge of  
handling  
technologies

Environmental  
and Climatic  
change

## GAIN

"wants" / needs  
measures of success  
obstacles

Increases  
agricultural  
productivity  
and income

Using IoT  
crops can  
be easily  
monitored

Prediction  
of crop is  
accurate

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