SMARTFARMER-IOT ENABLED SMART FARMING APPLICATION

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Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

Effective crop monitoring

Need more attention in soil humidity

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Need observation of animal attacks

Increase consumption of natural resources

Accurate Farm and Field Evaluation

Livestock tracking and Geo fencing

What do they HEAR?
what friends say
what boss say
what influencers say

Make more use of IOT technology

IOT

Climate monitoring and forecasting

What do they SEE?
environment
friends
what the market offers

Reduce waste and enhance productivity

Predictive analytics for crops and livestock

Easy access to Farmers

Alerting the Farmers if pesticides attack

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Crops can be monitored by IOT technology

Soil quality of the land can be analysed

Decreasing yields in the future

PAIN
fears
frustrations
obstacles

continuously requires internet connectivity

Minimum human efforts

GAIN
"wants" / needs
measures of success
obstacles

High quality crop production

May ruin the soil in the long run

Technical complexity

Decrease global hunger

More efficient land use

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