Empathy Map - IOT based smart-farming

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Is the method reliable?
- Can the crop yield be better?
- Uncertainty of the technology,
- If the method is cost effective?
- Comforting and worry-less farming
- Much reliable in vast crop fields

What do they HEAR?

what friends say
what boss say
what influencers say

- An upgraded version for the new genration
- System should support for upgrades
- Cautious about the performance
- Sensors to placed effectively

What do they SEE?

environment
friends
what the market offers

- Affordable solutions for the modern times
- Automated technology saving time and manpower

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Trust worthy if well planned
- Costly for small scale agriculture
- Needs a technician support

PAIN

fears
frustrations
obstacles

- Planning should be proper
- High establishment costs
- Making the application error free

GAIN

"wants" / needs
measures of success
obstacles

- Efficient and durable devices and to the mark software
- Big analysed data on agriculture for better efficiency
- External factors to be taken into consideration