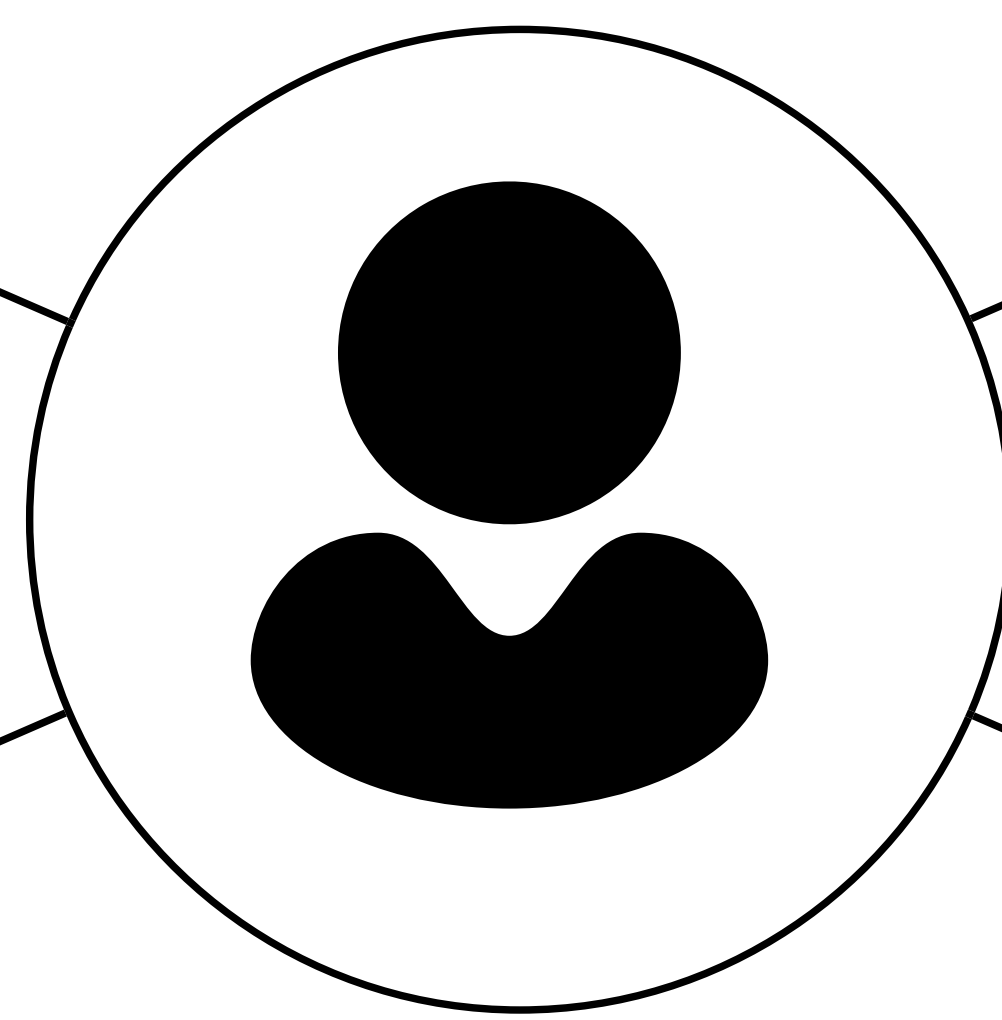


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- They will hear that as technology is improving day by day, and everything is done in automation so we have to get updated and improve our agri systems too
- some friends and relatives may help us in implementing the system
- But sometimes even though there is a positive support there will also be the negative words also from our surrounding that these are not going to work
- May be it reduces the man power work directly going to the farm and it will reduce the wastage of water. this may be heard by the users from their friends or by the surrounding

they can feel that everything is done automatically by using iot

What do they
SEE?

environment
friends
what the market offers

- This system is about making the farm work automatically. it is done by automation and to reduce the work of the man or the user to go to the farm
- Compulsory internet is needed. In some villages there will be no proper internet . so they may think whether it works or not
- Smart mobile and may be coding is required
- Difficult to implement in villages and to make the people understand

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- The people may say that it is difficult to understand or to maintain.
- May be after our instructions and guidance they may follow and do the required things
- They may ask about the process and what may affect the farm and any damage may come or not
- they may say that it will take time to us to follow and understand the process to do and folow

PAIN

fears
frustrations
obstacles

- There will be need of internet facility any time
- Language and smart phones will be mandatory
- As the people(village) who do farming in field may not know to use the mobile phones and may face difficulties in mobile usage
- May get success or not

GAIN

“wants” / needs
measures of success
obstacles

- Internet and power supply
- Smart phones
- English Language to be known
- proper working of equipment's to get correct output.