Empathy Map Canvas

1

SmartFarmer - IoT Enabled Smart Farming Application

Data availability from Sensors

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

Improving crop growth

Smart Farming ideas

Differnt Features

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

User Friendly

Futuristic Approach

Economically Cost effecctive

Free From Pesticides

What do they SEE?
environment
friends
what the market offers

Accuracy in data

Environment Friendly

IoT Implementation with cloud storage

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

Easy Access to different data from sensors

PAIN
fears
frustrations
obstacles

Software may get Corrupted

Network Connection Problems

GAIN
"wants" / needs
measures of success
obstacles

High productivity for Low Cost

Remotely Controlled and User friendly