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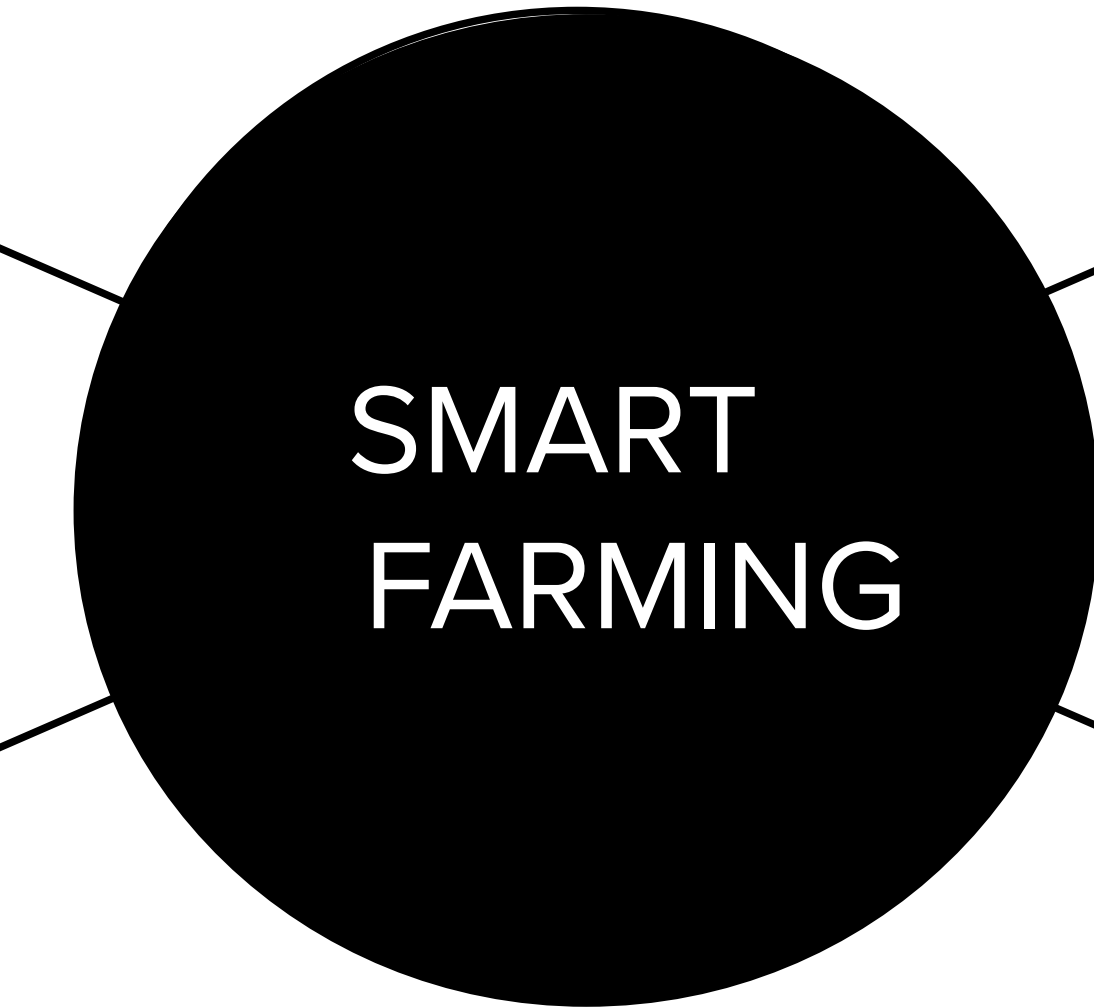what really counts
major preoccupations
worries & aspirations

Feel Secure

Continuous Internet Connection

Dawn Of The Fourth Industrial Revolution

High Precision Crop Control

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

SMART FARMING

What do they **SEE?**
environment
friends
what the market offers

Minimizing Environmental Impact

Automated Farming Techniques

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

Involves Application Sensor

Automated Irrigation

PAIN
fears
frustrations
obstacles

Various Kinds Of Network Attacks

Without Active Participation IoT Provides Personal Data In Maximum

Designing Developing Maintaining Quite Complicated

GAIN
"wants" / needs
measures of success
obstacles

High Yield

Efficient Resource Utilization

Minimize Human Effort