

IOT BASED SMART CROP PRODUCTION SYSTEM FOR AGRICULTURE



WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

EASY TO INCREASE
THE
PRODUCTION
FOR
FARMERS

HELP
FARMERS

USER
FRENDLY

FUTURE OF
FARMING

SMART
FARMING

GOAL

What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?



GAINS

What are their wants,
needs, hopes, and dreams?



POSSIBILITY
OF WRONG
ANALYSIS OF
WEATHER
CONDITIONS

LOW
PRODUCTIVITY
OF CROPS

HIGH
YIELDING
CAPACITY

TIME SAVING
& LESS
LABOUR
WORK

COMPARE
& SMALL
DECISION

MONITOR
LIVESTONE
AND
PRODUCTIVITY



What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

SOIL
MONITORING
SENSOR

ECONOMICAL
FRIENDLY



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

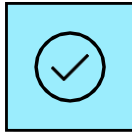


What do they SAY?

What have we heard them say?
What can we imagine them saying?

AVAILABILITY
&
COMPACT

HIGH
PRODUCTIVITY
& USE OF
PROPER
MONITORING
SUSTEM



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

SHOULD GIVE
CORRECT
FERULIZER
INFORMATION

DETECT THE
ANIMALS
SOUND TO
THE SENSOR

EMERGENCIES
ALERTS
NOTIFIED TO
THE USER