Smart Farmer IoT Enabled Smart Farming Application

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Wants to grow their own stuff.
- Very socially into gardening.
- They were thinking of monitoring their own plant.
- Practical > Sustainable.
- Can see the visible growth.
- Social place.
- A creative environment.

What do they HEAR?

what friends say
what boss say
what influencers say

- People's wow reaction
- Future plans of gardening.
- Information from gardening experts.
- They shows their garden garden to think it's a nice garden.

What do they SEE?

environment
friends
what the market offers

- Family indoor garden and the balcony.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- "We like the labor and harvest part of gardening."
- "When plants don't grow well I google to find the problem."
- Construct structures with plant.
- "I am not sure about my soil condition."

PAIN

fears
frustrations
obstacles

- Tired of bugs and insects.
- Most of the plant die in winter.
- Time consuming.

GAIN

"wants" / needs
measures of success
obstacles

- Good harvest.
- Vertical gardening reduces space and is more productive.
- More connections due to community.