Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID26062
Project Name	Project – smartfarmer-IOT enabled smartfarming apllication
Maximum Marks	4 Marks

Empathy Map

What do we think ?
- ❖ Estimated results
- ❖ Solutions

More **Profit**

More **Productivity** and improved **crop quality**

Automatic **Turn ON** and **OFF** of motor

Know about the **temperature** changes

Effective in **climate changes**

Use of **less water** in the land

Cost of power per unit increased drastically

data can be **sent continuously**

now a days the growth of the smart agriculture is **tremendous**

High price for good quality

What do we hear ?
- ❖ Difficulties
- ❖ Threats

Crop failure

Inadequate water consumption

Time consumption for watering

Low profit

Difficult to monitor water level

High power consumption

What do we see ?
- ❖ Environment
- ❖ What market offers

Humidity in soil

Cost of labour

What do we do ?
- ❖ Benefits
- ❖ Applications

user friendly application

controlled from anywhere

able to monitor the temperature and moisture level

improve crop growth

help for turn off and on the water pump in night

Increased income