

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Managing the crop fields using IoT
- It is user friendly to the farmers
- It will reduce the work of farmers

What do they
HEAR?

what friends say
what boss say
what influencers say

- connectivity in rural areas
- Tracking
- IoT open up endless possibilities of smart farming

- Predicting the weather condition
- Detecting the soil moisture
- Smart Fencing
- Warehouse Management

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Managing the real time crop monitoring
- Intelligent Irrigation system
- Smart Logistics

PAIN

fears
frustrations
obstacles

- Initial capital costs may be high and its should be seen as long term investment
- Lack of resources
- Climatic changes

GAIN

“wants” / needs
measures of success
obstacles

- Increase crop production
- Easy to maintain
- Clear instructions for handling digitalized resource