# Smart Farmer-IOT Enabled Smart Farming Application

IBM NALAIYATHIRAN

# EMPATHY MAP

| TITLE | Smart Farmer-IOT Enabled Smart Farming Application |
|---|---|
| DOMAIN NAME | INTERNET OF THINGS |
| TEAM ID | PNT2022TMID31496 |
| LEADER NAME | V MANOJ KARTHIK |
| TEAM MEMBER NAME | JEEVETH P<br>JINI S S<br>KOKILA C |
| MENTOR NAME | NANDHINI S |

## PROBLEM STATEMENT:

To incorporate the process of working and also elevate the smart farming using IOT enabled smart Farmer technique since the traditional Farmer techniqueI  very complex one.

## Empathy Map Canvas:

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

- Do We really need all these features?
- Cheap or expensive
- How to create farming application
- How to using sensors
- Satisfaction

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

- How to Handle this Problem
- Without man power
- Work efficiency

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

- Successful work flow
- Create Environment
- Increasing Quality

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

- IOT technology
- Using Sensor
- Features
- Saved Water
- Water Detect farming
- Weather Monitoring
- Soil Monitoring and Humidity

## PAIN
fears
frustrations
obstacles

- Unlimited Internet connection
- More power consumption
- High cost

## GAIN
"wants" / needs
measures of success
obstacles

- Anywhere any time access
- Without man power
- Increased yields