

What do he THINK AND FEEL ?

*what really counts
major preoccupations
worries & aspirations*

Whether it will
measure the
environmental
temperature,
humidity content
and soil moisture
content exactly

Whether it will
protect the
crops from
birds and wild
animals

I wish the
system properly
differentiates
humans from
animals

What does he SEE?

*environment
friends
what the market offers*

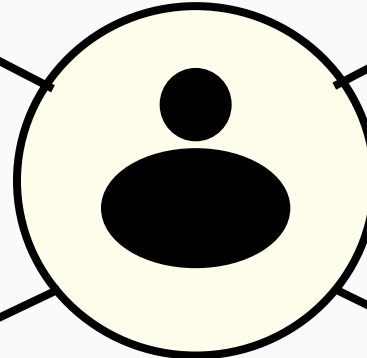
What does he HEAR?

*What friends say
what boss say
what influencers say*

The smart crop
protection
system works
inspite of all
weather

The motion
sensor helps
detect movement
of animals into
the field

The farmers
need not stay a
day long in their
field to protect
the crops



Using smart crop
protection
system to
measure
environmental
parameters

Smart crop
protection system
protects crops
even in the
absence of farmers
in the field

Cost effective
and reliable
smart crop
protection
approaches for
crop protection

What does he SAY AND DO?

*attitude in public
appearance
behaviour towards others*

I can protect
the crops in
my field even
in my
absence

I can protect
my crops from
all the
hazards of
nature

I can bravely stay away
from my field (at home)
and go to field only for
applying manure or for
harvesting using this
smart crop protection
system

Pain

*fears
frustrations
obstacles*

Not
always
accurate

The system just
gives an alarm
during flood but
cannot protect
the crops from
flood

Climate
changes may
affect the smart
crop protection
system

Gain

*"wants" / needs
measures of success
obstacles*

Micro controller,
cloud services
and sensors are
needed for the
smart crop
protection system

Smart crop
protection system
protects crops from
birds and animals
entering and
destroying the fields

Climate change is
a problem as the
system may get
damaged due to
rain or sun