

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

FUTURE
PLANS OF
GARDENING

EXPLICIT IDEAS
FOR BEING
PROTECTED
FORM EXTERNAL
PROBLEMS

IT IS AN
AUTOMATIVE
PROCESS
AND
TRSUTABLE

DAT TO DAY
ADVANCEMENT
IN IOT FIELD

WHETHER THE
IMPLEMENTATION
WORKS
EFFICIENTLY?

DOES THE
ANIMAL AND
PESTS
INRUSION
VANISHED OR
STOPPED?

ANY OTHER
DISEASE
SPREAD
AMONG THE
CROPS?

WANTS TO
BECOME A
PART OF
COMMUNITY

THINKS
ABOUT
CHANGE

LOVES
GARDENING

IMPROVES
THE CROP
YIELD

INCREASES
THE PROFIT
DUE TO LESS
DAMAGE OF
YIELD

REDUCED
MAN POWER
TO
SAFEGUARD
THE CROPS

FARMING
BECOMES EASY
DUE TO
PROTECTION
FROM
PESTS,ANIMALS

HIGH AMOUNT
OF CARE ON
HARDWARE
AND
SOFTWARE

REGULAR
CHECKING OF
INSTRUMENTS

SEARCHING
SOLUTIONS
FOR
UNKNOWN
PROBLEMS

REQUIRES
UNLIMITED
INTERNET
CONNCECTION

HIGHCOST
OF
DRONES

ADOPTING NEW
TECHNOLOGIES

FREQUENT
FAILURE OF
SENSORS

WRONG
GUIDANCE
DUE TO
SYSTEM
FAILURE

LOWERED
OPERATION
COSTS

QUICK
RESPONSE
FOR ANIMAL
INVASION

REDUCED
ENVIRONMENTAL
FOOTPRINT

REMOTE
MONITORING

INCREASED
QUALITY OF
PRODUCTION