Ideation Phase

Empathy map :

WE FEEL THAT

1. Productivity in water management will be increased.
2. Machine for routine operations are helpful.
3. Soil and moisture monitoring sensors will prevent crop failure.

WE THINK THAT

1. Crops are destroyed due to pest.
2. Infusing IOT with farming will improve yield.
3. If water levels are unknown, crops will be destroyed

WHAT WE DO?

1. If too much water is pump or if there is insufficient water farmer gets alert message on app.
2. IOT System detects a presence of pests PIR Sensors.
3. Crop growth and health is monitored by sensors and drones.

WE SAY THAT

1. Waste reduction is done.
2. Intelligent and useful data collection.
3. More profits to farmer.

PAINS

- Requires uninterrupted internet connection.
- High adoption costs.
- Security concerns

GAINS

- Increased productivity
- Irrigation system can be monitored.
- Damage caused by pests is reduced.