# V.S.B ENGINEERING COLLEGE, KARUR
## ELECTRONICS AND COMMUNICATION ENGINEERING

## IBM NALAIYA THIRAN

## EMPATHY MAP

**TITLE**: Smart Farmer – IoT Enabled Smart Farming Application

**DOMAIN**:Internet of Things

**TEAM LEADER**:Dharani.S

**TEAM MEMBERS**:Deepana.J
     Brundha.C
     Divya.A

**FACULTY MENTOR NAME**:Sharmela.K

**INDUSTRY MENTORS NAME**:Sowjanya
       Sandeep Doodigani

## PROBLEM STATEMENT
    Under-watering causes crop stress and yield reduction. Overwatering can also cause yield reduction and consumes more water and fuel than necessary and leads to soil erosion and fertilizer,herbicide and pesticide runoff.

Farmers are under pressure to produce more food and use less energy and water in the process.

| **Thinks** | **Feels** |
|---|---|
| ➢ Thinks about change<br>➢ Wants to be part of a community<br>➢ Amount of space at home is less<br>➢ Wants to grow his own stuff | ➢ Very socially into gardening<br>➢ Being relaxed<br>➢ Likes to use much less water and much less energy |
| **Does** | **Say** |
| ➢ When plant's don't grow well, google to find the problem<br>➢ Proud of own garden setup<br>➢ You have to try it to understand how actually it works | ➢ Constructs structures with plant<br>➢ Not sure about soil condition<br>➢ Like the labour and harvestpart of gardening |