# SMART CROP PRODUCTION SYSTEM FOR AGRICULTURE USING IOT
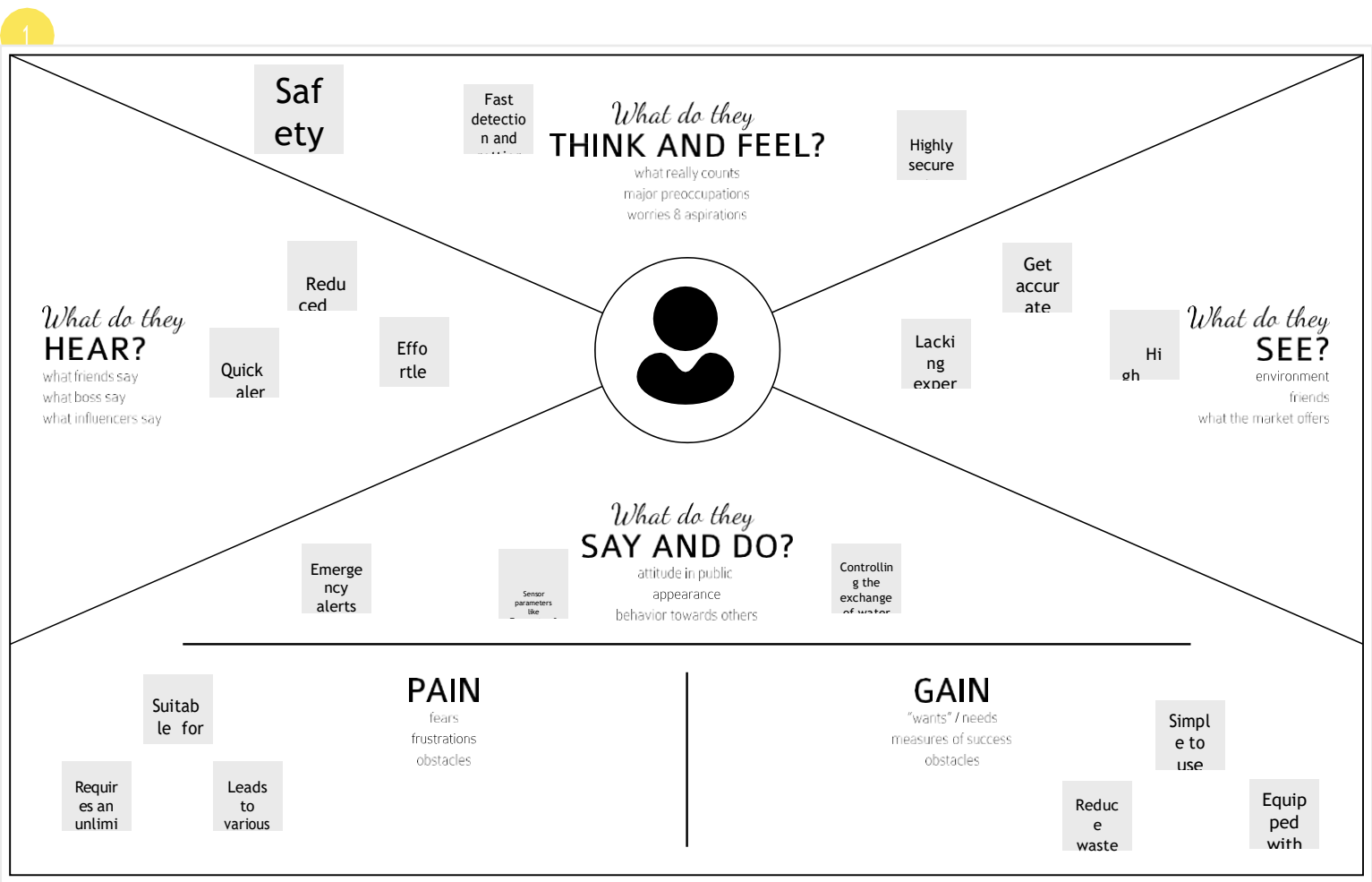# EMPATHY MAP

Safety

Fast detection and

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

Highly secure

Reduced

Get accurate

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

Quick aler

Effortle

Lacking exper

Hi øh

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

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

Emergency alerts

Sensor parameters like

Controlling the exchange of water

## PAIN
fears
frustrations
obstacles

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

Suitable for

Requires an unlimi

Leads to various

Simple to use

Reduce waste

Equipped with