Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

Climate change,Soil erosion and biodiversity loss

Rising demand for more food of higher quality

Stay resilent against global economic factors

Marketing for good prize

Will it protect the crop from insect,birds,etc

Will this prevent the crop from natural diasters like floods

Will it help the farmers to protect their crop against diseases

By knowing the type and strength of their farmland soil

Getting right seeds

Sowing in the right time

To use the technologies of IoT in an proper way



Increase the economic growth

Increase the yield of crop as a result of

crop protection

To make use of iot technologies efficiently

It should be efficient throughout the year

It should be affordable to the farmers

To protect the crop against diseases

it should not affect the crop production

To make sure that all the farmers knew about this project so that they get benefited