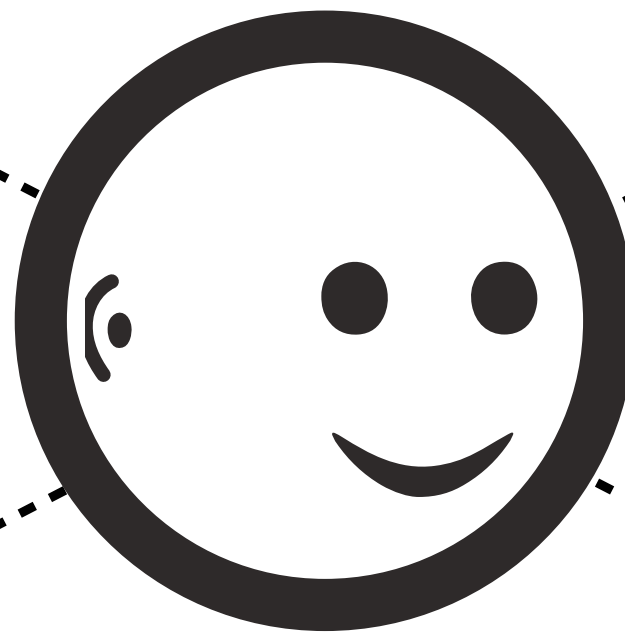


what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations



Does this system provides improved yield and management?

Is IOT smart farming system components affordable?

Authenticity becomes an issues

Invasive pests and diseases

Changing physical terrain

what does (s)he

SEE?

Environment
Friends
What the market offers

Preventing crop damage

Nonseasonal rainfall ,slug and snail infestation

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

Wants to uninterrupted farm operations

Wants to use more smart devices in future

Does not want data breach

Corruption and bribery

Makes agriculture optimal and cost efficiency

Future plans of gardening

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say



PAINS

fears
frustrations
obstacles

efficiency

It is used only small farms

Smart agriculture need availability on interest continuously

Increased quality of production

Ensures food security

The visible progress of plant

GAINS



“wants”/needs
measures of success
obstacles