

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

It Will
Monitor
Crop Health
and Soil
Composition

It Improves
the Predictive
Maintenance
of Mahines by
Idenifying
Defects

It Will Allow
Monitoring
Climate
Conditions by
Collecting
Environmental
Data and Help
Forecast Weather

IOT Will Allow
Utilization of
Accumulated Data
to Generate
Analytics for
Creating Strategies
to Improve Crop
Yield

Allow
Location
Tracking and
Help Monitor
Health of The
Livestock

IOT Sensors
Can Monitor
The
Temperature,
Soil
Composition
,Soil Moisture

Improves
Product
Quality,
Nutrients
and Taste

IOT Sensors Will
Enable Collection
of Crucial Data
Such as Field
History, Soil
Moisture, and
Vegetation Map

These Improves
Data Collection
Process and
Helps in Wireless
Monitoring and
Control

IOT Sensors Can
Help Monitor
Water
Consumption,
Quality,
Temperature,and
Energy
Consumption

Reduces the
Need for
Fertilizers
Pesticides
and Energy

IOT Powered
Leakage Detectors
Will Identify
Faulty Pipes and
Leaking
Equipment to
Save Water

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Smart Farmer- IOT Enabled Smart Farming Application

PAIN

fears
frustrations
obstacles

The Smart
Farming Based
Equipments
Require Farmers
to Understand
and Learn the
Use of
Technology

Rural Part of
Most of the
Developing
Countries do
Not Fulfill This
Requirement

The Smart
Agriculture
Needs
Availability of
Internet
Continuously

GAIN

"wants" / needs
measures of success
obstacles

It Allow Farmers
To Maximize
Yields using
Minimum
Resources Such
as Water,
Fertilizers, Seeds

Solar Powered
and Mobile
Operated
Pumps Save
Cost of
Electricity

Smart
Agriculture
use Drones
and Robots