

# IOT Based Smart Crop Protection System for Agriculture

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



ALARM IS USED  
TO PREVENT  
DESTROYING  
CROP FROM  
ANIMALS

TO MONITOR  
THE  
ESSENTIAL  
NEEDS OF  
CROPS

TO CONTROL  
THE  
IRRIGATION  
REMOTELY

ECONOMICAL  
FRIENDLY

ENVIRONMENTAL  
FRIENDLY

MONITORING  
WILL BE  
ACCURATE

What do they  
SEE?  
environment  
friends  
what the market offers

NO NEED  
OF  
PESTICIDES

MOTOR IS  
CONTROLLED  
THROUGH  
WEB  
APPLICATION

VISUALIZE THE  
ESSENTIAL  
NEEDS  
THROUGH WEB  
APPLICATION

THE IMAGE WILL  
BE CAPTURED  
AND STORED IN  
IBM CLOUDANT  
DB SERVICE

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

TO PROTECT  
CROPS FROM  
ANIMALS AND  
BIRDS

BETTER  
YEILDS

FARMER'S  
FRIENDLY

DETECT THE  
ANIMALS AND  
BIRDS  
BY CLARIFAI  
SERVICE

FUTURE  
PLANS OF  
GARDENING

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

THE STEPS  
FORWARD TO  
MODERN  
AGRICULTURE

## PAIN

fears  
frustrations  
obstacles

IMPLEMENTATION  
IS QUITE  
COMPLICATED

NETWORK  
CONNECTIVITY  
PROBLEM  
USING IOT

SOFTWARE  
MAY BE  
CORRUPTED

## GAIN

"wants" / needs  
measures of success  
obstacles

HIGH  
PRODUCTIVITY  
WITH LOW  
COST

CONTROLLED  
REMOTELY  
FROM  
ANYWHERE

LIMITED  
MAN  
POWER IS  
ENOUGH