Smart Farmer-IoT enabled smart farming application

Empathy Map Canvas :-

- Gain insight and understanding on solving customer problems.
- Build empathy and keep your focus on the user by putting yourself in their shoes.

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

Am i wasting too much money on this?

Why are my competing farmers have better yields?

Will it give proper output?

Will it be a cost efficient method?

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

Can approach any agricultural officers regarding this

Can use improved seed varieties instead of local ones

Can hire more workers to monitor crops

Can approach an IT solution team

FARMER

Changing rainfall patterns

Costly machinery and equipment to monitor farmer's needs

What do they
SEE?
environment
friends
what the market offers

Pests invading the fields

Diseases affecting the plants

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

Efficient use of resources

Time and manpower saving

User friendly implementation

Comparatively efficient solution

PAIN
fears
frustrations
obstacles

Negative comments

Fear of loss

Implementation not feasible

Non availabiiity of resources needed

GAIN
"wants" / needs
measures of success
obstacles

Accurate analysis of environment factors

Saving of money in long term

Better crop yield

Precise use of resources