# FAIRPLANE 📂

# SMART FARMER-IOT ENABLED **SMART FARMING APPLICATION**

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**SCENARIO** 

**SEEING THE SCENARIO OF** SAMRT FARMING FOR FARMERS



How does someone initially become aware of this process?

**EFFICIENCY** 



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?



## Steps

What does the person (or group) typically experience?



REDUCES BURDEN MONITORING





ANALYSIS

PRECISION FARMING



















CLEANER

PROCESS



GENERATOR

DRONES





#### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



















WELL MONITOR









MANAGEMENT







#### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")





























PROGRAMMA ACCURACY





# Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?





BOOTS SOIL FERTILITY













USE OF OTHER RENEWABLE RESOURCES



### **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?





CHEMICAL FREE FOOD















# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



















