

Economical Growth

Unavailable bugs in sensors

Save life of animals and birds

Farmer may unaware of the technology

Modules may damaged by water

Prevent crop wastage

Demand for organic crops

Prevention from harmful insects

Increased cost in market due to improved technology

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



Higher crop yield

afforestation to prevent entry of animals

worriless about their farm

user friendly gadgets

compliment on new technological advancement

Influencers : Become lazy because of advanced technology

Alarm beep sound

production of variety of crops

less consumption of water

growth of farmers