**F A I R P L A N E**

SMART FARMER-IOT ENABLED SMART FARMING APPLICATION

**SCENARIO**

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

# Entice

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

# Engage

In the core moments in the process, what happens?

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

## Steps

What does the person (or group) typically experience?

**ORDABLE**

**AFF**

PROPER IRRIGATION

WATER MONITORING

REDUCES BURDEN

PRECISION FARMING

**DETECT THE**

**TEMPERATURE**

**MOISTURE LEVEL**

**AGILITY**

CROP DIAGNOSIS

### ACCURACY

IMPROVED QUALITY

### TIMED IRRIGATION

**INCREASED PRODUCTION**

### HEALTHY CROPS

**CLEANER PROCESS**

### SOLAR POWER

AIR WATER

GENERATOR **DRONES**

COST EFFICIENCY

SIMPLE TO IMPLEMENT

REDUCE MAN POWER

EASILY ACCESSABLE

REMOTE SE SING

PREVENT PEST INVADING

INCRESES FERTILITY

OPTIMIZATION OF RESOURCES

ARTIFICAL INTELLIGENCE

## 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?

PRODUCT PROMOTION

REAL TIME MONITORING

**REAL TIME ANALYSIS**

SOIL HEALTH

SENSOR BASED FIELD

RESOURCE MAPPING

SOIL TESTING

SMART

INTERPRETATI ON

WELL MONITOR

INCOME

### REMOTE MONITOR

PREDICTIVE ANALYSIS

END - TO - END FARMING

MODERN TECHNIQUE

CONTINUOUS INTERNET FACILITY

TIME MANAGEMENT

GREENHOUSE ROBOTICS

## Goals & motivations

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

SMART

IRRIGATION

VARIOUS TYPES OF CROS GROWN

**SUSTAINABILITY**

ENVIRONME NTAL HEALTH

SOCIAL EQUITY

PROPER FOCUS

PROPER MANAGEMENT

REDUCE GREENHOUSE GAS

VEGETATION

TOPOGRAPHY

RESILENCE TO CLIMATE CHANGE

ECONOMIC EQUITY

EASILY PROGRAMMA BLE

100% ACCURACY

MORE PRECISE

## Positive moments

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

INSPIRES SMART FARMING

BOOTS SOIL FERTILITY

CHEMICAL FREE FOOD

POLLUTION FREE

TACKLE CLIMATIC CHANGE

REDUCE WATER CONSUMPTION

EASY TO MAINTAIN

EASY TO OPERATE

USASGE OF USE OF AI IN

RAIN WATER ALL ASPECTS

USE OF OTHER RENEWABLE RESOURCES

## Negative moments

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

DIFFICULT TO ASSEMBLE

MORE POWER

DIFFICULT TO UNDERSTAND

SENORS MAY GET DEFECTIVE

READING ARE NOT MORE ACCURATE

INTERNET

FACILITY

**NETWORK SPEE**D

DISTURBANCE IN CLOUDS

## Areas of opportunity

PREDECTIE TESTING QUALITYto

RESPONSE

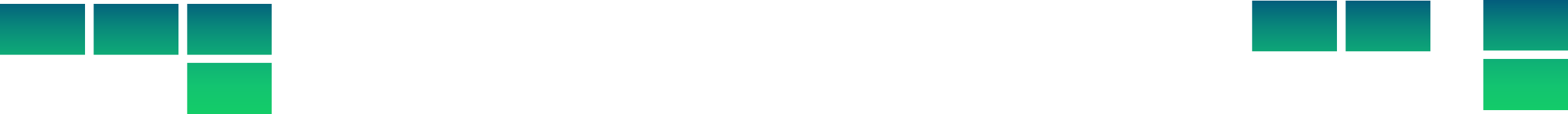
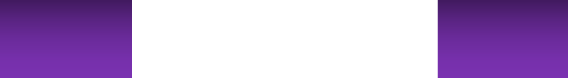
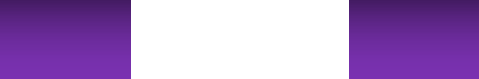
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REAL

SUSTAINABLE

FUTURE AI &

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



ANALYSIS

compare and shop for experiences without having to click on them

ACTICVITY

AUTOMATIONe

shirt color, for example)?

r

POTENTIAL

GROWTH

ROBOTICS ARE INCLUDED