Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID54368
Project Name	Smart Farmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

EMPATHY MAP

Project name: SmartFarmer – IoT Enabled Smart Farming Application

TEAM ID: PNT2022TMID54368

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

- Unavailability of good quality of Seeds
- Stay resilient against global economic factors
- Adopt and learn new technologies
- Small and Fragmented Holdings of land

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

- They influence about new techniques of farming
- Media connect to their customers and create a community
- Should be respected as professionals

What do they SEE?
environment
trends
what the market offers

- Satisfy consumers' changing tastes and expectations.
- Meet rising demand for more food of higher quality.
- Reduction in public investment in agricultural sector

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

- Quite inquisitive and curious people
- Farmers tend to be predominantly enterprising individuals
- A desire for mastery and sense of achievement
- personal satisfaction, eco-diversity, and eco-efficiency

PAIN
fears
frustrations
obstacles

- Cope with climate change
- Soil erosion
- Bio diversity Loss

GAIN
"wants" / needs
measures of success
obstacles

- Highly motivated and capable
- Provision of straightforward farming loans from the banks at a low rate of interest
- Enhance environmental quality