## What do they HERE?.

what friends say what boss say what influencers say

Smart farming

TOPIC

## What do they think and feel?

What really counts major preoccupation worries and aspirations

Future I Think my idealogy
Technology will reduce the work of is Drone farmers

Farmers might work 24/7.major difficult part is irrigation

Opinions and feedback

Managing farms using technologies like lot, Robotics, drones By smart farming optimizing the human labor required by production

Iot open up endless possibilities of Smart Farming





## what do they say and do?

attitude in public appearance behavior towards others



## What do they SEE?

environment friends what the market offers

Typica day Language terminology launching new precision agriculture apps that help collect accurate data Leading-edge Smart Agriculture Systems Fueling Market Growth

Determine farmer attitudes can help to establish the barriors to best practice by uncovering the diversity of views that people hold

Others always see the Farmers as a low level people

Farmers tend to predominently enterprising individuals

