IMAGINE IOT
PROTOTYPE CHALLENGE
The Summary:

A farmer wants to have instantly feedback about the situation of their farm, in order to have a good support in managing it.

The full Story:

In the entire world, the agriculture keeps to be the most practiced activity, it’s the principal pillar of many economic systems and its development is a necessity to increase the productivity and improve the quality of product in order to satisfy the increasing demand.

But the farmer meets a lot of difficulty to manage their farm, some of these obstacle due to lack of the information, and the absence of a reference of good practice that englobe all the knowledge and the last technological achievement in agriculture domain.

During my visit to some farm in my region, I discussed with the managers about the restraints that they meet while managing their farms, I concluded that the central point is about strategies and choices, the managers needs to have a precise information about their plant in the right moment in order to make the best choice. like, which seed to plant? and when? what is the best frequency of watering? does the plant get enough water and luminosity? does the air quality good for planting? does the temperature adequate for the plant? And more question.

The lake of detailed and actualized information about the real state of the plant don’t allow the farmer to intervene in right time and make the right adjustment to save their plant and get a good product by the end of the harvest season.

In the agriculture, there is a lot of variable and information to collect and analyze, unfortunately the farmers don’t have the necessary means to do it.
So, I thought to create an app that combine with platform that collect and analyze the data from the field and give the farmer the technical support and the best practice to help him to well manage their farm and increase the productivity.

What I’m trying to accomplish is to set up a closed loop in the management of the farm, that mean the farmer can measure the useless of their action and strategy immediately in order to react and make the required adjustment to optimize their farm.

Persona

Reza
Farmer

I want to have an instantly feed-back from my field that help me to react and optimize more my business.

About

- 32, married, 7 years of farm managing experience.
- The person who make all the decision about the farm.
- Very active and busy, moving from field to field all the days
- I deal with the supplier of seed and the wholesaler of fruits and foods.

Responsibilities

- I’m responsible for planting, fertilization and reaping operation.
- I lead a team of workers.
- I’m responsible for buying seeds and fertilizer.
- I’m also responsible for the security.

Main Goals

- Boosting my business
- Make my work easier and more funny.
- Optimize my farm management.
- Increase my gain.
- Have instantly information about the situation of my fields.
Point of View (PoV)

As a farmer, I need a way to get instantly information about my field’s situation so that I can take the good choices and make adjustment to optimize productivity.

UX Journey

Describe Actions, Mindset, Feelings and Touch points
## User Experience Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Mindset</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to field</td>
<td>It’s a new day, I hope that everything well be alright</td>
<td>😊</td>
</tr>
<tr>
<td>Meet the worker</td>
<td>Aaaah I have to take a look at all the field again. It’s really tiring.</td>
<td>😊</td>
</tr>
<tr>
<td>Dispatch the tasks</td>
<td>&gt; Oh no this field is overwatering, if I know this before.</td>
<td>😊</td>
</tr>
<tr>
<td></td>
<td>&gt; The plant doesn’t grow as expected. I have to resolve this problem immediately.</td>
<td>😞</td>
</tr>
<tr>
<td>Survey the situation of a field</td>
<td>&gt; I don’t have the time for other field, this problem take all my time.</td>
<td>😞</td>
</tr>
<tr>
<td></td>
<td>&gt; I don’t have all means to find the root problem I have to ask an expert</td>
<td>😞</td>
</tr>
<tr>
<td>discover that one field is over watering and the plant don’t grow normally.</td>
<td>&gt; I finally find the solution, but it take a lot of time and budget.</td>
<td>😊</td>
</tr>
<tr>
<td>Focus on this field to resolve the problem and overlook the others.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can’t resolve the problem Ask an expert.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resolve problem.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOUCH POINTS</th>
<th>Office</th>
<th>fields</th>
<th>Field Soil</th>
<th>Field</th>
<th>laboratory</th>
<th>Office</th>
</tr>
</thead>
</table>
Prototype

The main page, it contains a list of all the fields.

We find here all the info about the weather.

The farmer can get all the info about each field.