

## Project design phase-II

### CUSTOMER JOURNEY

<b>Date</b>	09/10/2022
<b>Team ID</b>	PNT2022TMID49939
<b>Project name</b>	Smart farmer-IOT enabled smart farming application

**Customer journey:**

*This is the journey of a*



# Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

## What are their key goals and needs?

There need is  
to save time

Help to  
reduce the  
work of the  
farmer

Help to safe  
guard the  
crops

## What do they struggle with most?

network  
issue

some times  
sensor may  
get damage







































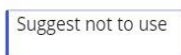

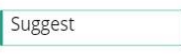

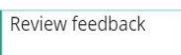




continuous  
maintenance  
is needed

## What tasks do they have?

Install the  
mobile  
application

Login with  
the e-mail id

Have to  
Create  
security code

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?		  	   	  → 
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	 	  	   	  
Touchpoint What part of the service do they interact with?		  	   	  
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities What could we improve or introduce?			 	
Process ownership Who is in the lead on this?				

*What changes for them?*

## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

### What are they able to do now?

Can able to  
save time

yield of the  
crops  
improved

production  
and profit get  
improved

### What can they finally avoid doing?

they avoid  
checking the  
standard of  
the soil every  
time

the fear  
regarding the  
climatic  
change get  
reduced

frequent  
visiting to the  
field is not  
needed

### What changed in my environment?

people can get  
awareness  
about farming

more people  
will engage  
into the  
farming

efficient use  
of land  
resource

**References:**

[https://miro.com/app/board/uXjVPOZlks0=](https://miro.com/app/board/uXjVPOZlks0=/)