



Smart Farmer Application Journey Map

Created in partnership with



Share template feedback



Smart Farmer

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Visit the website or app The user should navigate to our website or app	Login to the App The user should login to the app by using mail or phone number	Alert Message User can get alert when certain soil humidity level reached	Ensure the yield of the crop After the growth of the crop we can ensure the yield of the crop	Farming in the user profile In the customer profile they can see the data about the field.
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Check the Weather The app first check the Weather of particular location	Check the Soil Moisture Using the app user can check the soil Moisture whether its dry or not	Switch on/off the motor Using app user can switch on/off the motor from anywhere	Submitting Feedback The User can writes are view and gives ideas of the app	Personalized Work Farmer should not engage themselves fulltime in the field, they can feel relax by using
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get the field temperature	Remotely we can access the motor switch	Help me feel confident about where to go and spent time in other work	Help me to see what could be doing next	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increased quality of production	Modern Technology Has Made Water Supply Simple		People love to remote access control, we have a 96% satisfaction	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	In some rural areas the network connectivity was poor	Rural People express a bit of fear to use technology			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	provide a simpler information about smart farming	By these technology most literate peoples are ready to do farming			



Need some inspiration ?

View this template to kickstart your work.

Open example

