CUSTOMER JOURNEY MAP

TEAM ID-PNT2022TMID43889

PROJECT TITLE: SMART FARMER- IOT ENABLED SMART FARMING APPLICATION

SCENARIO	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
STEPS	Taking actions when threshold is met and concerning for farmers.	Selecting an appropriate threshold in order to notify the farmers.	Other thresholds are also available for various cultivated lands.	Once the threshold is reached, automatic on/off will be done. Then, after notifying the farmer, the process exits.	Until farmer satisfaction.
INTERACTIONS	Farmers are delighted.	The farmers need not worry about their cultivated lands after the installation.	The application is all time accessible and it engages the farmers.	The farmers will not be concerned about their lands after receiving this.	The government acquires the application after determining its worth.

GOALS & MOTIVATIONS	Help me understand what these new values are all about.	Help me make sure that farmers need not worry about their cultivated lands.	Help me complete most of my works within a short pace.	Help me spread the world about this technology and provide feedbacks.	Help me see what I've gained from the old technology.
POSITIVE MOMENTS	The functioning of this technology provided by the technical team is exciting to see.	Excited about the new technology.	If any technical error happens, it can be rectified in advance.	People will love the usage of smart farmer application. We have a good satisfaction rate.	The farmers feel delighted to find it helpful for their cultivation purpose.
NEGATIVE MOMENTS	The farmers may have a bit of fear while getting adapted to a new technology.	Trepidation about the new practice of farming method.	Sometimes notifications may take a longer time to reach the farmers because of internet issues.	Sometimes people may hesitate to leave a review.	-
AREAS OF OPPURTUNITY	The farmer is benefited by autonomous agriculture practice.	The farmer is aware of the process taking place in the agricultural fields.	Other applications will be made known to the farmers.	The farmers will get knowledge in order to choose the best.	The farmer's journey will be smooth throughout the process.