



CUSTOMER JOURNEY MAP

**SMARTFARMER-IoT ENABLEDSMART FARMING
APPLICATION**

TEAM ID - PNT2022TMID22873

<div data-bbox="94 81 541 363"><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div data-bbox="858 70 955 173"></div> <div data-bbox="858 192 1007 247">Entice</div> <div data-bbox="858 268 1154 380">How does someone initially become aware of this process?</div>	<div data-bbox="1712 86 1793 171"></div> <div data-bbox="1712 192 1845 247">Enter</div> <div data-bbox="1712 268 1967 380">What do people experience as they begin the process?</div>
<div data-bbox="98 478 215 597"></div> <div data-bbox="252 472 353 518">Steps</div> <div data-bbox="252 532 681 602">What does the person (or group) typically experience?</div>	<div data-bbox="847 445 1051 570"><div>Opening App</div></div> <div data-bbox="1138 445 1345 570"><div>View details on sensor data</div></div> <div data-bbox="1407 445 1611 570"><div>Motor Control</div></div> <div data-bbox="847 613 1076 755"><div>Visually treat will be there and widgets in arranged position for better experiences</div></div> <div data-bbox="1122 613 1386 755"><div>Where data is represented in filling colour in a bar or numeric value for better understanding</div></div> <div data-bbox="1391 613 1627 755"><div>Providing switch sytle button to control the motor</div></div>	<div data-bbox="1754 478 1949 597"><div>Information about their land</div></div> <div data-bbox="2045 478 2240 597"><div>More about sensor data</div></div> <div data-bbox="1749 640 1967 774"><div>Get to know about their land</div></div> <div data-bbox="2045 640 2273 774"><div>When they click they get detailed info about it</div></div>
<div data-bbox="98 1029 215 1148"></div> <div data-bbox="252 1023 482 1070">Interactions</div> <div data-bbox="252 1089 697 1159">What interactions do they have at each step along the way?</div> <div data-bbox="252 1197 762 1385"><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?</div>	<div data-bbox="851 1015 1079 1154"><div>Interaction with widgets for more info</div></div>	<div data-bbox="1735 1021 1951 1154"><div>Interaction with data</div></div>
<div data-bbox="94 1488 211 1607"></div> <div data-bbox="252 1493 613 1539">Goals & motivations</div> <div data-bbox="252 1556 697 1667">At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>	<div data-bbox="847 1472 1067 1607"><div>What's happening currently in my land</div></div>	<div data-bbox="1705 1458 1898 1575"><div>What we can do in the land</div></div> <div data-bbox="2006 1463 2201 1580"><div>Think about next step</div></div>
<div data-bbox="94 1817 211 1936"></div> <div data-bbox="252 1827 574 1874">Positive moments</div> <div data-bbox="252 1890 697 2001">What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div data-bbox="849 1811 1058 1936"><div>Users become productive</div></div> <div data-bbox="1106 1811 1301 1928"><div>Their work will be easy</div></div>	
<div data-bbox="94 2159 211 2278"></div> <div data-bbox="252 2170 592 2216">Negative moments</div> <div data-bbox="252 2232 727 2343">What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div data-bbox="847 2142 1063 2278"><div>They may become frustated in seeing samething</div></div>	<div data-bbox="1705 2142 1926 2278"><div>Different ideas may cause confusion</div></div>
<div data-bbox="94 2447 211 2566"></div> <div data-bbox="252 2463 610 2509">Areas of opportunity</div> <div data-bbox="252 2525 658 2626">How might we make each step better? What ideas do we have? What have others suggested?</div>	<div data-bbox="847 2485 1102 2642"><div>By sending alerts to open our app for every 2-4 hours to know the information</div></div>	



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?

Complete information

Complete information about their land and weather helps to plan efficiently

Provides remote access

Ability to control the motor

Feeling Satisfied

Because they finished their work in a easy way

Send alerts

Like remainder to turn off the motor

Interaction with switch to control the motor

Interaction with exit button

To water plants correctly

To turn ON & OFF

They feel good because they doing there work correctly

They find their work is enjoyable and easy

Manually need to turn off the motor in app

We can use timer for better experience