

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

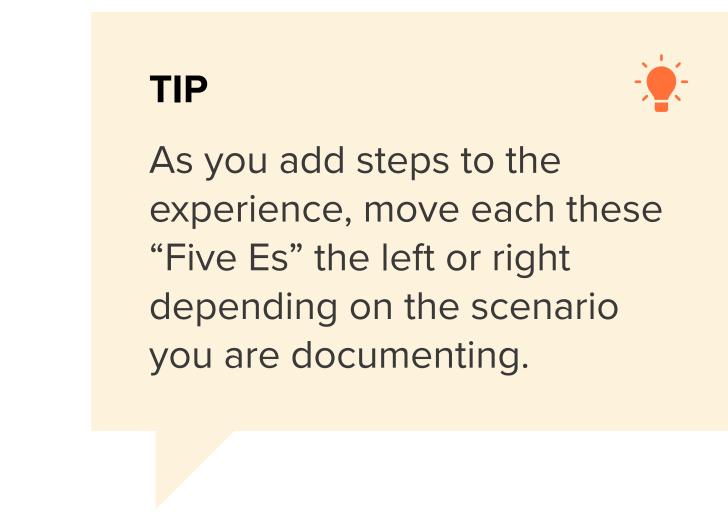
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Project Name: Smart Farming - IoT Enabled Smart Farming Application Team ID: PNT2022TMID27109



Browsing, booking, attending, and rating a local city tour	Data Storage and Access	Security	Observation needed	Action to be taken
Steps What does the person (or group) typically experience?	The cloud is used to store data collected from sensor and analyses it.	To protect leakage of data to others or to prevent from other users.	Sensor record observational data from crops, soil, etc.,	From the obserbed data the required action need to be done
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	where does the data get stored?	How to secure the data from leakage?	where and what sensors should be used ?	What are the changes to be made?
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help to access the stored data easily and quickly	Help me to prevent my data from other users	Help to understand about different sensor for usage ?	Help to monitor the system and to choose required action
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The data can be accessed easily.	The data is highly secured	Working with sensor is easy and their application are also easy to undrstand	When the problem occurs system, allows the user to select the required action
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	if the data is not accessed properly then there is a chance of data get deleted	When the password is shared the data can be accessed by other users	If any circuit gets overloaded, then it may produce an error.	if there is unstable signal strength, then the system can't perform assigned task.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Don't need to fear about the storage of data while using cloud	No problem occurs when the data is secured	User can spent time with other things instead of monitoring or maintaining field	Required actions will be taken by the system.

