



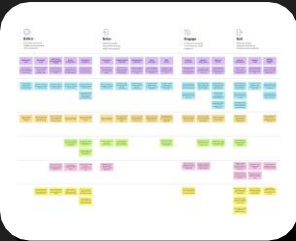
IOT ENABLED SMART FARMING APPLICATION - Customer experience journey map

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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Document an existing experience

Narrow your focus to a specific scenario or process within or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

PROJECT DESIGN PHASE - 2
TEAM ID: PNT2022TMID15129
PROJECT: Project – Smart farmer-IoT enabled smart farming application

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin in the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	<div>Opening the Application.</div> <div>View the Sensor Data in pictorial form And numerical form</div> <div>Motor control</div> <div>The user should login to the application using user credentials.</div> <div>The Humidity and Temperature values are updated Accordingly</div> <div>Providing a switch for On and off the motor</div>	<div>Login to the App</div> <div>Check the Soil Moisture</div> <div>View the Humidity of The soil</div> <div>Switch On the Motor</div> <div>Enter the user credentials to login to the app.</div> <div>Using the app user can check the soil Land is dry or not.</div> <div>App can intimate the results from the sensor</div> <div>If the land is dry , turn on the motor.</div>	<div>Alert Message</div> <div>Switch on/off the motor</div> <div>User can get alert when certain soil humidity level reached</div> <div>Using app user can switch on/off the motor From anywhere</div>	<div>Ensure the yield of the crop</div> <div>Submitting Feedback</div> <div>After the growth of the crop we can Ensure the yield of the crop</div> <div>The User can write and give ideas of the app</div>	<div>Farming in the user profile</div> <div>Personalized Work</div> <div>In the customer profile they can see the data about the field.</div> <div>Farmer should not engage themselves fulltime in the field, they can feel relax by using this application</div>
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?	Interacting with the widgets for more information	Temperature ,humidity and weather data are Forecasted.	Interactions for Controlling the motor	Give feedback and rate the applicationExit using log out option.	Completed experiences section of the profile on the website, iOS app or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The temperature , humidity and other factors are determined using sensors Access the information from sensors using a simple application Help me understand our Land Field and climate condition	Watering and turning On a motor can be done using the application.	Able to decide and take care of the crops understanding the climatic conditions	The work is done and Planned accordingly	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Monitoring of the agricultural land without actually being there is possible People enjoy doing agriculture with modern technology as it saves much time	It saves labor cost for watering and maintaining the land		People love to remote access control, we have a 96% satisfaction rating	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Network Connectivity is poor in some rural areas some people are unaware of handling smart phones and devices	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?	displays a simplified information about smart farming and the user can understand easily	most of the peoples are willing to do agriculture by the ease of technology.			

