CUSTOMER JOURNEY MAP

SMARTFARMER–IoT ENABLEDSMART FARMING APPLICATION

TEAM ID - PNT2022TMID08320

	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?

Steps
What does the person (or group) typically experience?

Entice:

Opening App	View details on sensor data	Motor Control
Visually treat will be there and widgets in arranged position for better experiencies	Where data is represented in filling colour in a bar or numeric value for better understanding	Providing switch sytle button to control the motor

Enter:

Information about their land	More about sensor data
Get to know about their land	When they click they get detailed info about it

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?

Entice: Interaction with widgets for more info

Enter: Interaction with data

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice: What's happening currently in my land
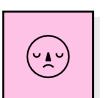
Enter: What we can do in the land | Think about next step

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice: Users become productive | Their work will be easy

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice: They may become frustated in seeing samething

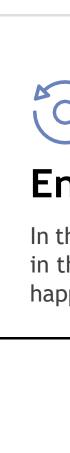**Enter:** Different ideas may cause confusion

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice: By sending alerts to open our app for every 2-4 hours to know the information

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