

# Guided city tours

Based on ten customer interviews and observations from the SmartFarmer - IoT Enabled Smart Farming Application

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SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

Entice

How does someone initially become aware of this process?

Visit the website or app	Check the weather	Check the humidity
The user should navigate to our website or appl	The app first check the weather of particular location today	The app use hygrometer to measure the humidity

Enter

What do people experience as they begin the process?

Login to the app	Check the soil moisture	Humidity of the soil	Switch on the motor
Login to the app by using mail or phone number	Using the app user can soil moisture whether it is dry or not	App can intimate the result	If the field is dry we can able to switch on the motor

Engage

In the core moments in the process, what happens?

Alert message	Switch on/off
User can get alert when certain soil humidity level reach	Using app user can switch on/off the motor anywhere

Exit

What do people typically experience as the process finishes?

Ensure the yield of the crop	Submitting Feedback
After the growth of the crop we can Ensure the yield of the crop	The User can write are view and gives ideas of the app

Extend

What happens after the experience is over?

Farming in the user profile	Personalized Word
In the customer profile they can see the data about the field.	Farmer should not engage themselves fulltime in the field, they can feel relax by using this application

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?

Signup/Sign in page for the users

The customer will get to handle application through the person who has the knowledge about that application

they will develop some sort of trust towards the application and will be eager to learn more about the application

They will be able to use the app with our technical assistance

They will have good experience while using this app and they will have productive yields

Goals & motivations

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

The primary goal of the customer is to understand about the app in depth, for better operation

Remotely we can access the motor switch

THE GOAL OF THE USER IS TO MAKE CORRECT DECISION BASED ON THE SUGGESTION GIVEN BY THE PRODUCT.

THE MOTIVATION IS TO USE IT OPTIMALLY

Help me to see what could be doing next

They will expand their usage to other farming application

Positive moments

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

Increased quality of production

It saves time and reduce labour cost

CURIOSITY

THEY WOULD FEEL CURIOUS IN USING THESE KINDS OF PRODUCT WHICH IS ENTIRELY NEW FOR THEM

EXCITING:

THE USER WILL BE EXCITED SEEING THE EFFICIENCY OF THE PRODUCT

HAPPY AND PRODUCTIVE

THE USER WILL BE HAPPY THAT THIS PRODUCT REDUCES THEIR PHYSICAL PRESENCE AND PROVIES GOOD YIELD AND PRODUCTION IN AGRICULTURAL FIELD

HELPS IN PRODUCTIVITY

They may recommend their positive Feed backs about the app and help people to work with the app

Negative moments

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

In some rural areas the network connectivity was poor

Some people don't know how to use the smart device

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?

provide a simpler information about smart farming

By these technology most literate peoples are ready to do farming

