

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID:PNT2022TMID39047

Team ID	PNT2022TMID39047
Project Name	IOT based Smart Crop Protection For Agriculture
Maximum Marks	2 Marks



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 an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, make sure those "Yes" or "No" the left or right depending on the scenario you're documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, looking, attending, and rating a local city tour	How does someone initially become aware of the process?	What do people experience as they begin 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?	New tour books Postcards to support	Online ads Attracting people to technology	Invited Helps write customer the recommendation Not sure about how it works	Extensive uncontrolled intrusion Promotion and Positioning Technology They can send the message about the smart crop protection if any damage on the IoT device The person can be used if they are in the field and the device will communicate it	Awareness, prediction and warning system can reduce the disruptive impacts The user can contact if they have any hardware while using the app They feel hygiene Crop protection System Communication technologies to increase the quantity and quality
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?	Have local experienced people who already used IoT based crop protection system Social media news paper	On observing the field where IoT based smart crop protection is implemented Starts from information provided from data People doubt on how it works Welcomed by some people but also resisted by traditional farmers	Early report to the current state of the crop in the farm Analyze status of the crop Mobile to monitor the crop area Information that can be shared with others	Feed easy to monitor the crop The device may send the wrong information It reduces the cost of production Sensor can be damaged when animal intrusion	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Wish to know more about the smart crop protection Help me to increase crop production	Help me to avoid risk This strategy goal is to help the customer understand about and get familiar to the product Learning about device	To avoid the disruption Protecting their investment and help Save from significant financial losses Setting criteria for final purchase decision	Achieving better crop yields, Economic well-being Affordable to Farmers Well maintained farm Resources increases	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Get information about the smart crop protection Digital will help crop production and increase the safety	Getting information about the product Seeing that user people is protecting themselves	Easy to Maintain Reduced Environment Footprint Quality Control Improvement and process Monitoring	Equipment Monitoring zero waste Reduce Waste Protect the Environment Increase the fertility of the soil	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Problems about the smart crop protection The technique used is not effective from traditional methods	Some technology is not working Using a difficult to use app	Animal Damage Harm towards Humans life Impact the Environment	Sensor affected by the water Issue of Short Circuit Decrease exposure to heat contaminated	Increase Of Malfunction Crop Missing Issue Cloud Warning Issue
Areas of opportunity How might we make each step better? What does our user have? What have others suggested?	Development of smart crop protection system that can also help IoT resistance	Improve the quality of the product Improve the quality of the product	Improve the quality of the product Improve the quality of the product	Improve the quality of the product Improve the quality of the product	Improve the quality of the product Improve the quality of the product