Project Design Phase- II
Customer journey map

Date	08 OCTOBOR 2022
Team ID	PNT2022TMID16740
Project Name	Smart farmer- IOT enabled smart farming application
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Watering the crops using data from the sensors	Installation of software / Sign up / Guidelines for using the software	Intuitive and easy navigation / Simplicity / Satisfactory GUI / Gives valuable information	Via ads and social media / Real time information
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Unlimited or continuous internet / High cost of IOT devices	Easy understand of front end / Have a Ad blocker / Automatic saving of data	Improved livestock farming / Increased un-employment / Reduces waste / Possibility of network attack	Sharing settings / Not responding foe customer contact
Touchpoint What part of the service do they interact with?	Extraction of knowledge from generated data	Monitor resource management / Makes the impossible possible / Real world to virtual world	Help center access / Predictive analysis / Makes easier and pleasant / Higher scalability	Collective network of connected devices / Integration of various technologies
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤩	🤔	😇	🥵