

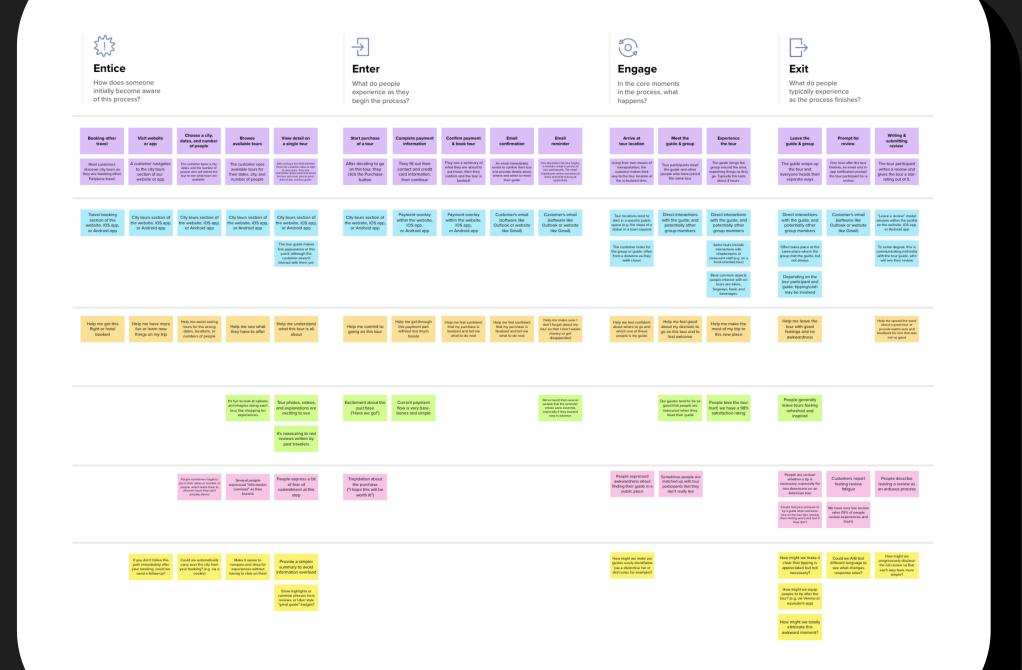
Customer experience Journey map

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.

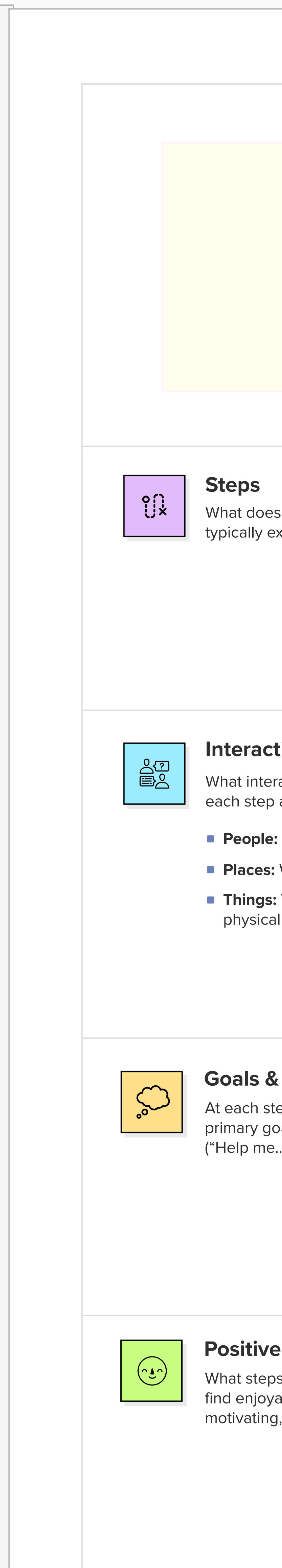
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experience as they Steps
What does the person (or group) typically experience? Interactions

First we want to knew the drawbacks & difficulties facing by the farmers in growing crops

What do people

Peoples

Point of

view:

Precision Farming

It does not focus on precise measurements.

Smart farming use to manage

farms using modern Information

and communication technologies

to increase the quantity and

quality of products while

optimizing the human labor

One huge drawback of

smart farming is that it

requires an unlimited or

continuous internet

connection to be successful

Farming It focuses on

capturing data and interpreting them using computing technologies to make farm operations more predictable and efficient.

Smart

Places:

The goal of sustainable

agriculture is to meet

society's food and textile

needs in the present

without compromising

the ability of future

generations to meet their

own needs.

The need to use natural

resources efficiently, the

sophistication

information and

communication

knowledge and

increasing need for

climate smart for

agriculture.

Engage

In the core moments

in the process, what

We use this product in agriculture lands to get benefits from farmers

To raise food without

damaging the environment

or future productivity while

operating ethically with

regard to animals and local

communities.

Smart farming is important

due to be growing of the

expanding global

population, the increasing

demand for advanced crop

yield.

Digital touch:

Satisfaction:

Exit

typically experience

Sustainably At last It focuses on yield, food increasing security, food agricultural systems, and productivity the environment. and incomes

While using

our product

the User

wants to get

satisfied

Awareness want to

be given to the

farmers through

social media,news

channel and

camps

Facinating:

The customers are happy with this product it reduces the manpower and watering process is automated and provides high yield

Lack of practical knowledge the they cant handle the machines properly

The major obstacle for Precision agriculture technology adoption in India is small and medium size land holdings followed untutored and lack of support system.

IoT in the agricultural sector are deficit of information, high adoption costs, and security concerns, etc.

Betterments:

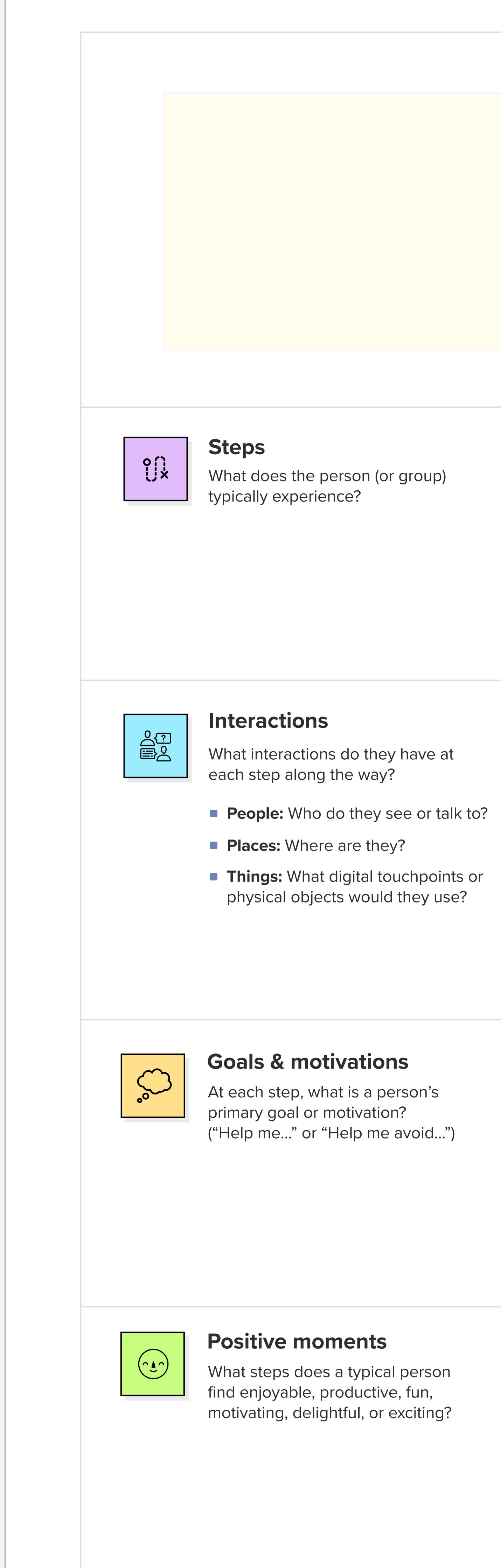
Water management is the best way to improve productivity. By using a sprinkler irrigation system, we can increase yields by up to 50%.

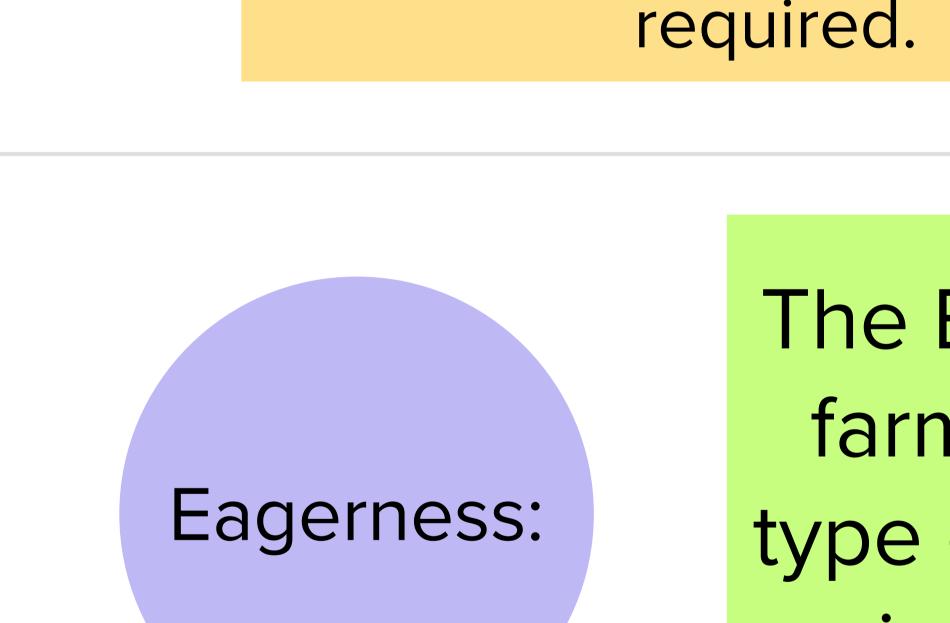


Bidhan Roy says that apps and the internet can digitally revolutionise farming. He suggests an app for testing pH levels (after testing soil on a physical pH strip, click the picture and send it to the app, which will provide colour analysis to determine its chemical composition), along with informational apps about seeds and a database of bio-manure.

IDEA:

By Using different types of Sensors we collected the data & monitor the field continuously, and automatically pour water in the crops & Manual requirement is not necessary Farmer can easily known in their situated place





The Eagerness of the farmer is using this type of product which is new for them

Exhilarating:

They are exhilarating by using these products





Areas of opportunity

Negative moments

What steps does a typical person

costly, or time-consuming?

find frustrating, confusing, angering,

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