

Project Design Phase -2

CUSTOMER JOURNEY

DATE	10 OCTOBER 2022
TEAM ID	PNT2022TMID06157
PROJECT	IOT Based Smart Crop Protection System For Agriculture
MARK	2 MARK

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	The customer can detect the protection in field land and they can look for financial losses.	Using these resources within the field land it can be monitored and managed the field land in 24/7.	Increasing demand for food with minimum resources such as water, fertilizers by using smart crop protection system. Improve productivity and yield high quality crops	To get conserving biodiversity and nutrients in the earth and increasing the quality and lowering food costs.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	ACHIEVE Protect the crops damage from diseases and animals or birds. AVOID Excessive use of fertilizers and pesticides in farming.	To have an enough knowledge to handle the IoT based devices	Farmer have to handle it regular checking	If they have more profit in production of crops they can improve the cultivation
Touchpoint What part of the service do they interact with?	Mobile devices are connected through IoT Systems	Mobile application Devices connected by sensors	Buzzer sound Notification in mobile application Tap the sensor & connection report	build farmer resilience to environment bad shocks plant many crops minimum support prices
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😍	😊	😄	👨‍🌾
Backstage				
Process ownership Who is in the lead on this?	horticulturists	horticulturists	Satisfying	horiculturists miro