Project Design Phase- II
Customer Journey Map

TEAM ID	PNT2022TMID02368
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	🤩	😕	😇	😓