





Project Design Phase-I Customer Journey

DATE	03 NOVEMBER 2022
TEAM ID	PNT2022TMID03994
PROJECT NAME	IoT Based Smart Crop Protection System for Agriculture
MAXIMUM MARKS	2 Marks

Customer Journey:

1. JOURNEY STEPS Which step of the Experience are we describing?	DISCOVERY Why did the journey start?	REGISTRATION Why do they trust us?	ONBOARDING & FIRST USE How can it feel successful?	SHARING Why do they invite others?
2. ACTIONS What is the role of the Customer? What do they look for? What is their context?	Movement detection in the field	Meager resources are used within the production environment and managed environmentally and economically	<div>Connection with sensor through mobile application</div> <div>Demand is increasing for food with less resources by smart crop protection</div>	To get biodiversity and nutrients in the earth and increasing the quality and reducing the food costs
3. NEEDS AND PAIN What the customer wants to achieve and avoid?	<div>ACHIEVE: crops to be prevented from diseases</div> <div>AVOID: Excess usage of fertilizer, pesticide</div>	To have knowledge to handle IOT Based devices and other technologies.	Farmers have to regularly monitor according to IOT based procedures	If they have more profit to improve their cultivation.

<p>4. TOUCH POINT</p> <p>What part of service do they interact with?</p>	<p>Through IOT systems, devices and mobile applications are connected.</p>	<p>Application using mobiles</p> <p>Using sensors ,devices are connected</p>	<p>Buzzer sound</p> <p>Mobile application notification</p>	<p>In environmental shocks,build farmer resilience.</p>
<p>5. CUSTOMER FEELING</p> <p>What is the customer feeling?</p>				
<p>6. PROCESS OWNERSHIP</p> <p>Who is in the lead on this?</p>	<p>Horticulturists</p>	<p>Horticulturists</p>	<p>Farmers</p>	<p>Horticulturists</p>