

Project Design Phase -II Customer Journey Map

W SW

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Project Name : Smart Farmer-IOT Enabled Smart Farming Application

SCENARIO Browsing, booking, **Entice Exit Enter** Engage **Extend** attending, and rating a local city tour How does someone What happens after the What do people What do people In the core moments initially become aware experience is over? typically experience experience as they in the process, what At the starting the customer will be worried about the process and they will think whether it will be effective of this process? as the process finishes? begin the process? happens? we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio wastage of
water will be
lesser as
compared to
other irrigation
system Compared to the present system this application is more effective productivity yield will be higher we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio Research and Product development
Demonstration and market validation In online mode we will do digital marketing using advertisment we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio Better control over the internal process By using the application soil monitoring and irrigation methods can be done effectively than the existing methods Market driven opportunities What does the person (or group) and as a result ,low production risks we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio we will provide
them knowledge
about our
application and
make farming
even more easier we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio we will reach the
customer directly ask
about there problems
and provide effective
solutions if their
problems match our
applicatio check the weather and reduce the Increased business efficiency through the process Automation Enchanced product quality and volumes There will no wastage soil erosion they will develop some sort of trust towards the application and will be eager to learn more about the application At the starting the customer will be worried about the process and they will think whether it will be effective Understanding Earth science and sustainity Soil Health Sensor Based Field Continuous Internet What interactions do they have at the app with our technical assistance each step along the way? People: Who do they see or talk to? Places: Where are they? Well and organised management Things: What digital touchpoints or physical objects would they use? Goals & motivations

At each of They will be satisfed with the outcome & will not their decision of using this application Resilience 100% Accuracy the growth and production before **Environmental** Social Equity **Reduce Green** cross grown Topography Samrt Irrigation and after the use of application primary goal or motivation? ("Help me..." or "Help me avoid...") Research and Product **Economic Quality More Precise** Income Sustainity Proper focus Proper Managemnt **Positive moments** positively they will learn the app At frst there
will be excited
to see on how
the technology
worksAt frst there
will be excited
to see on how
the technology
works they will be aware of Use of Other renewable Resources Inspires Smart Farming What steps does a typical person many new techniques in farming feedbacks about the tremondous app and help people to work with find enjoyable, productive, fun, the app motivating, delightful, or exciting? Chemical Free Foods Usage of AI all aspects **Boots Soil Fertility** Reduce Water Consumption Tackle Climate Change The learning process is not easy for everyone the understanding capacity differs **Negative moments** If learning become
an challenging task
one cant handle the
app all alone and
should have a
people assiting
them always At frst they
will fnd the
app costly
and will have
trust issues And once if they
trust and have
enough budget they
will buy the app and
the learning process
is quite challenging There will be hard learning process and understanding What steps does a typical person More Power find frustrating, confusing, angering, costly, or time-consuming? self employed full time workers Difficult to Assemble Areas of opportunity How might we make each step Customers will Testing Future AI and come to know Real Potential better? What ideas do we have? about the tremendous Robotics are What have others suggested? included growth in agriculture