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| **Template** | **IOT ENABLED SMART FARMING APPLICATION -**  **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.  Created in partnership with    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | ✴  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. experience, move each these  “Five Es” the left or right  depending on the scenario you are documenting. | | | | | | | |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |  |
| **Steps**  What does the person (or group) typically experience? | Visit the website Check the Check the  or app Weather humidity  The user should The app first check The app use  the Weather of hygrometer to navigate to our particular location measure the website or app today Humidity | Check the Soil View the Humidity of Switch **Login to the App** Moisture The soil On the Motor  [ caption describing Using the app user If the field is Dry We  what someone can check the soil App can intimate the can able to Switch  typically experiences Moisture whether it Result  during this step ] is dry or not on the Motor | Alert Message Switch on/off the motor  User can get alert Using app user can when certain soil switch on/off the  humidity level motor From  reached anywhere | Ensure the yield of Submitting  the crop Feedback  After the growth of The User can writes  the crop we can are view and gives Ensure the yield of  the crop ideas of the app | Farming in the user  profile Personalized Work  In the customer Farmer should not  profile they can see engage themselves  the data about the fulltime in the field, they  field. can feel relax by using  this application |
| **Interactions**  What interactions do they have at each step along the way?  **People:** Who do they see or talk to?  **Places:** Where are they?  **Things:** What digital touchpoints or physical objects would they use? | Signup/Signin page for the users | Weather Forecast shows the weather for routine days | It show the Temperature and humidity of our field | Leave a feedback modal  Customer's email window within the  (website like Gmail) profile on the website,  iOS app or  Android app | Completed experiences section of the profile on the website, iOS app or Android app |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me get the field Access from  temperature anywhere at anytime  Help me understand our Land Field and climate condition | Remotly we can access the motor switch | Help me feel confident about where to go and spent time in other work | Help me to see what could be doing next |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Increased quality of It Saves TIme and production reduce labour cost | Modern Technology Has Made Water Supply Simple |  | People love to remote access control, we have a 96% satisfaction rating |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | In some rural areas  the network Some people don't  connectivity was know how to use the  poor smart device | Rural People express a bit of fear to use technology |  |  |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | provide a simpler information about smart farming | By these technology most literate peoples are ready to do farming |  |  |  |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  | | | | | | | |



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