



# User journey

A Customer journey map of farmers

<div>1 Phases</div> <div>High-level steps your user needs to accomplish from start to finish</div>	Finding a smart and feasible solution to monitor the crops	Installation of the sensors in the field	Monitoring the field	Analysis and prediction
<div>2 Steps</div> <div>Detailed actions your user has to perform</div>	Ask his adviser for tips. Compare farm investment plans. Analyze the nature of field	Set up resources for farming applications Following the given instructions for insallation	Sign up in the app and create an account Setup the app and monitor the field through the app Real-time updates will be given in the app about the field	Should specify the alert options and levels Can take better decisions based on the app Can save the crops from excess water and harvest it at right time
<div>3 Feelings</div> <div>What your user might be thinking and feeling at the moment</div> <div></div> <div></div>	Will it be affordable Will it provide more yield	Will the installation be easy ? Will it be flexible and can be modified later	How accurate the result is produced Ability to respond in real-time	Gives more yield Feeling safe about the crops
	Maintaining the system	No error should occur while installing Potential damages to system.	Sustainability of the system	Lack of trust and transparency on the data given by analysis
<div>4 Pain points</div> <div>Problems your user runs into</div>	Other farmers will not support No knowledge about the technology	Installation will take time. Missing parts while installing	Internet connectivity should be proper	Will all the farmers accept the prediction Damage to the crops without alert
<div>5 Opportunities</div> <div>Potential improvements or enhancements to the experience</div>	Increase the technological awareness along the process	Seek professional help for installation	Increase the agility of the process and boost productivity Feedback from farmers to improve the efficiency	Increase quality product and optimise utilisation