

Customer Journey map

Date	31 october 2022
Team ID	PNT2022TMID04737
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

User journey

A Customer journey map is a visual representation of the process that a customer goes through to achieve a particular goal.

<h3>1 Phases</h3> <p>High-level steps your user needs to accomplish from start to finish</p>	<p>Finding a cost and feasible solution to monitor the crops</p>	<p>Installation of the sensors in the field</p>	<p>Monitoring the field</p>	<p>Analysis and prediction</p>
<h3>2 Steps</h3> <p>Detailed actions your user has to perform</p>	<p>Ask his advisor for tips</p> <p>Compare farm investment plans</p> <p>Analyze the nature of field</p>	<p>Set up resources for farming applications</p> <p>Following the given instructions for installation</p>	<p>Sign up in the app and create an account</p> <p>Setup the app and monitor the field through the app</p> <p>Real-time updates will be given in the app about the field</p>	<p>Should specify the alert options and levels</p> <p>Can take better decisions based on the app</p> <p>Can save the crops from excess water and harvest it at right time</p>
<h3>3 Feelings</h3> <p>What your user might be thinking and feeling at the moment</p>	<p>Will it be affordable</p> <p>Will it provide more yield</p>	<p>Will the installation be easy?</p> <p>Will it be flexible and can be modified later</p>	<p>How accurate the result is produced</p> <p>Ability to respond in real-time</p>	<p>Gives more yield</p> <p>Feeling safe about the crops</p>
	<p>Maintaining the system</p>	<p>No error should occur while installing</p> <p>Potential damages to system</p>	<p>Sustainability of the system</p>	<p>Lack of trust and transparency on the data given by analysts</p>
<h3>4 Pain points</h3> <p>Problems your user runs into</p>	<p>Other farmers will not support</p> <p>No knowledge about the technology</p>	<p>Installation will take time</p> <p>Missing parts while installing</p>	<p>Internet connectivity should be proper</p>	<p>Will all the farmers accept the prediction</p> <p>Damage to the crops without alert</p>
<h3>5 Opportunities</h3> <p>Potential improvements or enhancements to the experience</p>	<p>Increase the technological awareness along the process</p>	<p>Seek professional help for installation</p>	<p>Increase the ability of the process and boost productivity</p> <p>Feedback from farmers to improve the efficiency</p>	<p>Increase quality product and optimize utilisation</p>