Smart Farmer

Smart FarmerApplication Journey Map

SCENARIO

Browsing, booking, attending, and rating alocal city tour

Entice

How does someone initially become awareof this process?

Enter

What do people experience as theybegin 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 theexperience is over?

Steps

What does the person (or group)typically experience?

Visit the website or app

The user shouldnavigate to our website or app

Check the Weather

Viewthe Humidity ofThe soil

The app first check
the Weather of
particular locationtoday

The app use
hygrometer to
measure theHumidity

Login to the App

Check the humidity

The user should login to the app by
using mail or phonenumber

App can intimate theResult

SwitchOn theMotor

Alert Message

Switch on/off themotor

Ensure the yield ofthe crop

SubmittingFeedback

Farming in the userprofile

Personalized Work

Using app user can switch on/off the motorFrom anywhere

User can get alertwhen certain soil humidity level
reached

The User can writesareviewandgives
ideas of the app

After the growth ofthe crop we can
Ensure the yield ofthe crop

Farmer should not engage themselves
fulltime in the field, theycan feel relax by using
this application

In the customer profile they can seethe data about the field.

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Created in partnership with

Interactions

It show the Temperature and humidity of our field

Signup/Slgnin pagefor the users

Weather Forecast shows the weatherfor routine days

Completed experiences section of the profile on thewebsite,iOSapp,or Androidapp

“Leave a feedback” modal window withinthe profileon the website, iOS app,or Androidapp

Customer's email(website like Gmail)

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People: Who do they see or talk to?

Places: Where are they?

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Help me understandour Land Field and climate condition

Access from anywhere at anytime

Help me feel confidentabout where to go andspent time in other work

Remotly we can access the motorswitch

Help me get the fieldtemperature

Help me to see whatcould be doing next

Goals & motivations

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It Saves TIme andreduce labour cost

Increased quality ofproduction

People love to remote access control, we havea 96% satisfaction rating

Modern Technology HasMade Water Supply Simple

Positive moments

Rural People expressa bit of fear to use technology

Some people don't know how to use thesmart device

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steps

does

a

typical

person

find

enjoyable,

productive,

fun,

motivating,

delightful,

or

exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering,costly, or time-consuming?

In some rural areas the network connectivity was poor

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Areas of opportunity

How might we make each step better? What ideas do we have?What have others suggested?

provide a simplerinformation aboutsmart farming

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