Template

Smart Farmer Customer 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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Scenario

Monitoring Crops, Soil Management, Crops Yield, Automation &User Friendly App, Huge Investment.

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Awareness Camps By visiting official websites and getting training Customer Calculates is it possible to cover Acres of farming land	Customer will learn how to use the application Better crop production	By using the application soil moisture, humidity can be monitored and irrigation methods can be done effectively than the existing methods	Productivity yield will be higher, By using the mobile appilication what crop must be grown can be determine , so that the crop wastage can be reduced	As compared to the present system this IOT based system is better and user friendly. Time can be saved
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?	Sensors and irrigation system in integrated to Arduino At the starting the customer will be worried about the process and they will think whether it will be work	The customer will learn how to handle application through the person who has the knowledge about that application	Customer will learn to check the humidity, soil moisture. Customer will learn how to check the condition of crop using IOT	Customer will be happy with the outcome which they got by using Iot application Fertility and condition of the crop field will be improve	Complete experience 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...")	The primary goal is to lower the productivity loss and to make farming easier.	Initially the growth of the plants, humidity, soil moisture can be seen & it provides more hope to use the application	Monitoring the crop parameters using sensors , monitoring soil moisture,humidity setting up irrigation system and connecting to Arduino.	IOT technologies and sensors help met to see what I could be doing next	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is more easy for a farmer to watch field crops sensors parameters through smart phone It also enables farmers to irrigate farm field through smart phone remotely	Accurate result of sensor data can be obtained and the use of this technology farmers can operate their field by remote.	Farmers will learn how to use the technologies in positive manner Notifying farmer for irrigation in smart phone	Saving farmers time Improve crop yield and increase productivity	If other users interact with the person who uses technologies, will be using the same in their field .So the IOT technology will be spread.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Failure in irrigation may cause damage incrops Cloud failure or internet connectivity problem may cause lack of irrigation	Lack of controling irrigation remotely	Due to lack of connectivity farmers may suffer controlling their fields and crops.	Damage of crops Unhealthy crops	Poor efficiency of crop production
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	AI based automated agricultural field using IoT technologies and sensors.	Farmer will come to know what kind of disease is crop suffering from. Farmers will get notification using sensor parameters	Problem of the agriculturalm field can be solved and high productivity can be gained	More accurate of the crop field can be known Detecting health of crop earlier and productivity can be increased	Better yield production