

# 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.

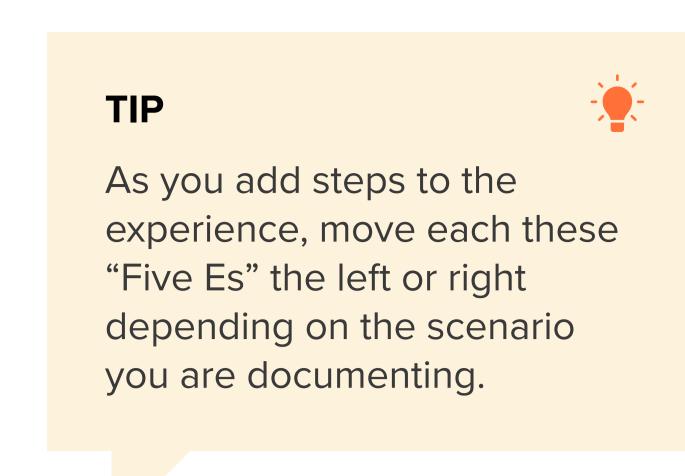
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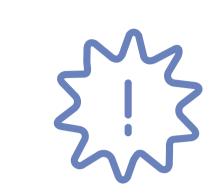
# Document an existing experience

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.



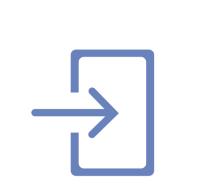
## Scenario

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



# **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?



What do people typically experience as the process finishes?

**Using These lot** 

**Technology Farmer** 

**Crop Field irrigation** 

Can Handle Mutiple



# **Extend**

What happens after the experience is over?

They will be initimated about their field through message and mail so they will be stay updated.

Completed experiences

section of the profle of

Save Lot Of Time



### Interactions

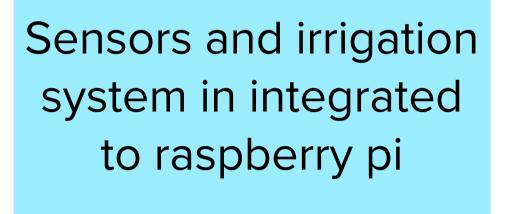
Steps
What does the person (or group)

Steps

typically experience?

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?



Acres of farming

Farmers Interact with IOS and Android App

crop field

simultanously

Huge Investment in Buying Sensors, Equipment's .

Payment overlay within the website, iOS app, or Android ap

After Seeing available
Technology in market
Customer Invest In
smart Farming

Customer's email (software like Outlook or website like Gmail)

through

Buying all necessary

componets for smart

farming

and connecting to

raspberry pi

It measures the

Temperature,

**Humidity Parameters** 

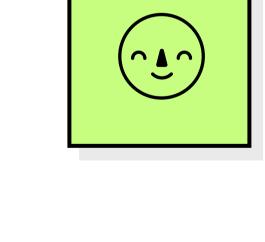
farmer can control irrigation using mobile "Leave a feedback" modal window within the profleon the website, iOS app,or Androidapp

website,iOSapp,or Androidapp

> We are providing secure and reduce their

about the losses

in crop production



### **Positive moments**

**Goals & motivations** 

primary goal or motivation?

At each step, what is a person's

("Help me..." or "Help me avoid...")

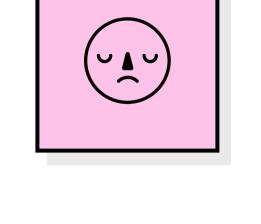
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

farmer to watch field crops sensor smart phone

To save farmers time

it also enables farmers to irrigate farm field through smart phone remotely

result of



# **Negative moments**

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

Failure in irrigation may cause damage in crops

cloud failure or internet connectivity problem may cause lack of irrigation

lack of controling irrigation remotely

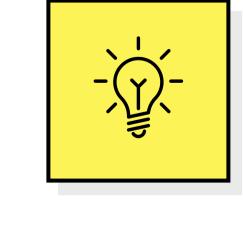
lack of irrigation leads to crop damage

damage of crops

Help me see what I

could be doing next

poor efficiency of crop production

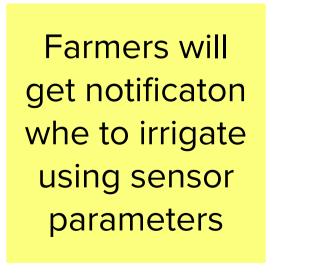


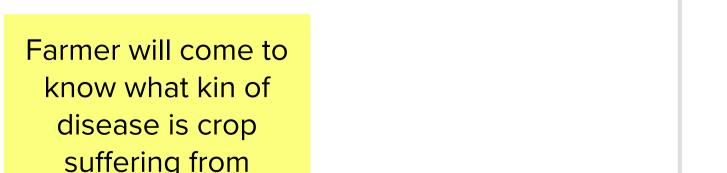
### Areas of opportunity

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

Ai based automated irrigation system uing sensors

Disease detection using image processing











production

Share template feedback

