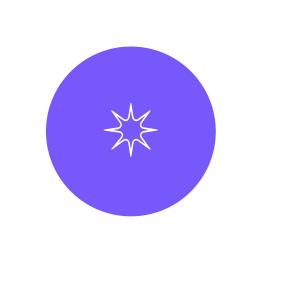


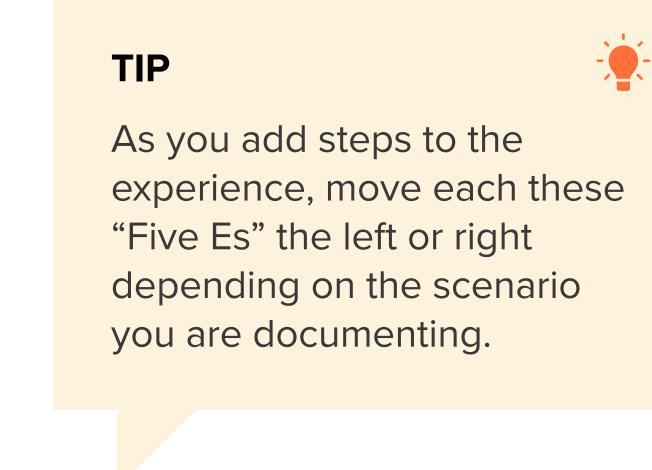
SMART FARMING USING IOT

Created in partnership with

Product School



SMART FARMING



Browsing, booking, attending, and rating a local city tour	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?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Visit the weather and Humidity Check the weather and Humidity This user should navigate to our website or app Check the weather and Humidity We will reach the customer directly ask about their problems and provide effective solution The app first check the weather of particular location	customer will learn the applications and how to use them The user should login to the app by using mail or mobile number By using the app, the user can check the soil moisture whether it is dry or not	User can get alert when certain soil humidity level is reached Switch on/off the motor Message By using the app, soil monitoring and irrigation methods can be done effectively than the existing methods	After the growth of the crop we can ensure the yield of the crop Wastage of water will be lesser as compared to other irrigation system The user writes a review and gives idea of the application Productivity yield will be higher There will no soil erosion	While comparing with the present system, this application is better and more effective In the customer profile they can see the data about the field Farmers should not engage themselves fulltime in the field, they can feel relax by using this application
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?	Signup/Sign in page for the users At the starting, the customers will be worried about the process and they will think whether it will be effective. They will think that it can be used for better crop management and production	The customer will handle the application by the person who has knowledge about it Weather Forecast shows the weather for routine days	They will develop some sort of trust towards the app and will be eager to learn more about the app	They will be able to use the app with our technical assistance Customer's email (Website like Gmail)	They will gain good experience while using this app and they have a better productive yield Completed experiences section of the profile on the website,iOSapp,or Androidapp
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Can access the app from anywhere at anytime Help me to understand about the field and the climatic condition The primary goal is to lower the productivity loss and to make farming easier Help me to get the field temperature	Initially the growth of the plants can be seen and it provides hope to the user to use the application Remotly we can access the motor switch	This will compare the growth and production before and after the use of app Make me feel confident about where to go and spent time in other work	They will be satisfied with the outcome and will not their decision of using this application Help me to see what could be doing next	They can expand their usage to other farming application
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increased quality of Production It saves time and reduce the labor cost	Modern Technology Has Made Water Supply Simple They will be aware of many new techniques in farming	Positively they will learn the technology and benefits of the application	People love to remote access control, we have a 96% satisfaction rating They will get to know about the tremendous developments in the agriculture	They may recommend their positive feedback about the app and help people to work with the app
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 At first they find that, this app is costly and they have trust issues Many people don't know how to use the smart device	Once if they trust the app and if they have enough budget they will buy the app and the learning process is quite challenging Rural People express a bit of fear to use technology	This process can't be understand by everyone because it is not easy	There will be hard learning process and understanding	If learning become an challenging task one can't handle the app alone
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide a simple information about smart farming	By these technology most literate peoples are ready to do farming	This application can be used in the terrace gardening		Customers will came to know about the tremendous growth in agriculture

