

# SMART CROP PROTECTION USING IOT

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## CUSTOMER JOURNEY MAP:

| ● Journey steps<br>which step of the experience are you describing?                                  | Discovery<br>Why do they even start the journey ?  | Registration<br>why would they trust us?   | Onboarding and first use<br>How can they feel successful?  | Sharing<br>why would they invite others?   |
|--|--|--|--|--|
| ● Actions<br>What does the customer do?<br>What information do they look for? what is their context? | Detection the movement in the Field  | uses of scarce resources within their production environment and manage these in an environmentally and economically | To connect the system with sensor through the mobile application<br>Increasing demand For Food with minimum resources such as water,fertilizers,seeds by the smart crop protection | To get conserving biodiversity and nutrients in the earth & consequently increasing the quality and lowering Food costs. |
| ● Needs and Pains<br>What does the customer want to achieve and avoid?                               | AGTIVE:Prevent crop damage from diseases and pests<br>AVOID: Excessive use of chemical fertilizers and pesticides,prolonged,droughts and shortage of water | To have enough knowledge on handle the IOT based devices   | Farmers have to handle it regular checking & work according to the IOT based procedures  | If they have more profit to improve cultivation  |
| ● Touch point<br>What part of service do they interact with  | Mobile application and Devices are connected through IOT system  | Mobile Application<br>Devices connected by SENSORS   | Buzzer sound<br>Notification in mobile application<br>Tape the sensor & connection report  | Build Farmer resilience to environmental shocks<br>plant many crops<br>Minimum support prices for all crops              |
| ● Customer Feeling<br>What is the customer feeling   |   |                                   |   |                                     |
| ● Process Ownership<br>Who is in the lead on this ?  | Horticulturists  | Horticulturists  | Farmers  | Horticulturists  |