



# **CUSTOMER JOURNEY MAP**

**SMARTFARMER-IoT ENABLEDSMART FARMING  
APPLICATION**

**TEAM ID - PNT2022TMID03070**

SCENARIO

Browsing, booking,  
attending, and rating a  
local city tour



Steps

What does the person (or group) typically experience?



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?



Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)



Positive moments

What 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?



Areas of opportunity

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



Entice

How does someone initially become aware of this process?

Opening App

Visually treat will be there and widgets in arranged position for better experiencies

View details on sensor data

Where data is represented in filling colour in a bar or numeric value for better understanding

Motor Control

Providing switch sytle button to control the motor

Interaction with widgets for more info

What's happening currently in my land

Users become productive

Their work will be easy

They may become frustated in seeing samething

By sending alerts to open our app for every 2-4 hours to know the information



Enter

What do people experience as they begin the process?

Information about their land

Get to know about their land

More about sensor data

When they click they get detailed info about it

Interaction with data

What we can do in the land

Think about next step

Different ideas may cause confusion



## Engage

In the core moments in the process, what happens?

Complete information

Complete information about their land and weather helps to plan efficiently

Provides remote access

Ability to control the motor

Interaction with switch to control the motor

To water plants correctly

To turn ON  $\uparrow$  OFF

They feel good because they doing there work correctly

Manually need to turn off the motor in app

We can use timer for better experience



## Exit

What do people typically experience as the process finishes?

Feeling Satisfied

Because they finished their work in a easy way

Interaction with exit button

They find their work is enjoyable and easy



## Extend

What happens after the experience is over?

Send alerts

Like remainder to turn off the motor