

Project Design

PhaseII CUSTOMER JOURNEY MAP

Date	10 NOVEMBER 2022
Team ID	PNT2022TMID12813
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP:

SCENARIO Browsing a application For Smart Farming	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?
Steps What does the person (or group) typically experience?	<div>Visit App or website</div> <div>Browse Available Features</div> <div>View details</div> <div>A user uses the application of smart farmer by visiting on website or app</div> <div>The user steps through the application for their problem solving</div> <div>User comes the application and the use of application</div>	<div>Register and login to the application</div> <div>Confirmation</div> <div>Login to the application</div> <div>The user registered and enter the first application by click sign</div> <div>An email confirmation message was sent on the registered user</div> <div>After validated that user will login</div>	<div>Read the guide</div> <div>activation</div> <div>Subscription</div> <div>The user uses to read the guide and read the activation</div> <div>The user uses to read the activation and read the subscription</div> <div>The user uses to read the activation and read the subscription</div>	<div>Process for review</div> <div>Submitting review</div> <div>Leave the web page or app</div> <div>After using the app as a smart farmer user will leave the app</div> <div>The user will leave the app as a smart farmer user will leave the app</div> <div>Customer thank the application</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div>The user enters the app to start the app</div> <div>The user enters the app to start the app</div> <div>User viewing the app details</div>	<div>Enter the required information details</div> <div>Enter the confirmation details</div> <div>Enter the login details to get the app</div>	<div>User able to connect the customer service</div> <div>After the process the user getting help</div> <div>User able to read the app details</div>	<div>The user please for review</div> <div>The user will leave the app as a smart farmer user will leave the app</div> <div>After that the user leave the app or page</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to know more about the app</div> <div>Help me to know more about the app</div> <div>Help me to know more about the app</div>	<div>Help me to register the application details</div> <div>Help me to enter the application details</div> <div>Help me to enter the application details</div>	<div>Help me to connect the customer service</div> <div>Help me to connect the customer service</div> <div>Help me to read the app details</div>	<div>Help me to review the app</div> <div>Help me to review the app</div> <div>Help me to leave the app or page</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>It's happy to find the application</div> <div>This app features are amazing</div> <div></div>	<div>After registered the app is enjoyable to the user</div> <div></div>	<div>It's easy to connect the customer service</div> <div></div> <div>There is a way to connect the customer service</div>	<div></div> <div>The user Thank the application for the app</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Time Consuming</div> <div></div>	<div>Confuse</div> <div></div>	<div>Time Consuming</div> <div></div>	<div>Anything to review</div> <div></div> <div>Confusing to leave the app or page</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>To make the application more useful</div> <div>To make the application more useful</div>	<div>Support the application process through the user</div> <div>Support the application process through the user</div>	<div>Support the application process through the user</div>	<div>The user review will help to improve the app</div>