

Project Design Phase-II

CUSTOMER JOURNEY MAP

Date	12 October 2022
Team ID	PNT2022TMID30802
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Alerting system before irrigation	Automated irrigation in control of farmer soils humidity and micro nutrients Irrigation can be controlled from remote	Sensors detect the parameters of the field Details of the sensors are sent to farmer Data permission from farmer to allow automated irrigation system	Time spent for irrigation can be reduced Field can be monitored from anywhere and anytime
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Automation in farmers control reduction for fear of over irrigation	This can save the crops from over irrigation Prediction of climate changes Detection of micro nutrients in soil	Timed irrigation Perfect Fertilization Remote Monitoring	Convenient to irrigate This is cost efficient
Touchpoint What part of the service do they interact with?	Farmer gets notified when humidity	This system is more efficient than ordinary automated system The sensors will monitor in all parameters	Humidity and minerals can be detected	Notified until the response from the farmer
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😊	😊	😊
Backstage				
Opportunities What could we improve or introduce?	Wastage of water is decreased	crop yielding is increased	decreasing rate of crop withering.	increased aeration in the field .
Process ownership Who is in the lead on this?	Farmer	Farmer	Farmer	Farmer miro