

CUSTOMER JOURNEY

Assignment Date	16 November 2022
Team ID	PNT2022TMID22196
Project Name	IOT Based Smart Crop Protection System for Agriculture
Maximum Marks	2 Marks

IOT-Based Smart Crop Protection System Customer Journey Map

Stages	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Purpose	Motivation	Edge	Assurance	Necessity	Community Benefits
Requirements	Detection and management of threats to farm land to prevent losses.	Despite the dearth of resources, managing farmlands in terms of crop safety.	Connection to the system with sensor through app will earn their trust.	Management of increasing demand of food with minimal resources	To increase the quality of farm produce with maximum utilisation of resources and low cost
Components	Prevent damages of crops while minimizing use of pesticides and dealing with droughts.	User-friendly and robust.	Should be robust and immune to the possible threats.	Being a user-friendly interface which can be operated easily.	Cooperative farming using this mechanism can improve crop yield.
Emotions	Intrigued	Gained Credibility	Gets out of dilemma regarding practical feasibility	Impressed at positive outcomes generated.	Thinks about collaboration to benefit the entire farming community
Outcomes	Apps and devices are connected through IOT.	Devices connected via sensors.	Buzzer sounds, notifications in mobile app.	Successful in repelling threats and intimating farmer if threat is beyond control.	Building farmer resilience to calamities and minimum support prices for crops.
Beneficiaries	Farmers	Horticulturalists and Farmers.	Farmers with lands.	Farmers even with larger lands.	Farmers nationwide