

Project Design Phase-II CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID26635
Project Name	IOT based smart crop protection for agriculture

CUSTOMER JOURNEY MAP:

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do
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?	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	taking option from neighbours and colleagues taking from social media to attend at all times in the field awareness through website online ads taking from social media to attend at all times in the field	install the app sign up confirmation create a profile installing app using on google play store a sign up with a gmail account for confirmation OTP and be sent a registration mail for signing up providing personal details to create profile	implement the device installing the mobile application accessing the device through the mobile app using the on screen, implement the device through the app implementing the device through the app using the on screen, implement the device through the app	The notification is sent to the mobile app The next task appears when a notification is sent to the mobile app, the user gets the next task to do, which is a given task to do