## Project Design Phase-II CUSTOMER JOURNEY MAP

Date	12 October 2022
Team ID	PNT2022TMID13493
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?	<b>Discovery</b> 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 soils brigation integration in burnishy can be controlled and more controlled fermion controlled form remote.	Sensors Ostally of Adaptermann description the sensors floatman is parameters for setting account of the field former against grant of the field.	Time spent, mostated for integration for cash anything are reduced and anytime.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Automation reduction for fear of termes ever control irrigation	This can save the cross of the cross to the	Timed Perfect Remote projection femilization Monitoring	Convenient This is cost to irrigate efficient
Touchpoint What part of the service do they interact with?	Farmer gets notified when humidity	This system is The sensors non-reflicient will monitor will monitor administration in all administration of the sensors of the	Humidity and minerals can be detected	NestRed until the response from the farmer
Customer Feeling What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions	8	2	<b>©</b>	50
Backstage				
Opportunities What could we improve or ntroduce?	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