TEAM ID:PNT2022TMID26661
PROJECT : SmartFarmer-IoT Enabled Smart Farming Application

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

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?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Visit the website or app / The user should navigate to our website or app · Check the weather / The app first check the Weather of particular location · Check the humidity / The app use hygrometer to measure the Humidity	**App:** Login to the app / The user should login to the app by using mail or phone number · Check the soil Moisture / Using the app user can check the soil moisture whether it is dry or not · View the Humidity of the soil / App can intimate the result · Switch on the motor / If the field is Dry we can able to Switch on the Motor	Alert Message / User can get alert when certain soil humidity level reached · Switch on/off the motor / Using app user can switch on/off the motor from anywhere	Ensure the yield of the crop / After the growth of the crop we can ensure the yield of the crop · Submitting Feedback / The User can writes own review and gives stars of the app	Farming in the user profile / In the customer profile they can see the date about the field · Personalized work / Farmer should not engage themselves fulltime in the field, they can free time by using this application
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?	Signup/Sign in page for the users	Weather Forecast shows the weather for routine days	If show the Temperature an humidity of our field	Customer's email(website like Email) · "Leave a feedback" moderation within the profile on the website, iOS app, or Android app	Completed experience section of the profile on the website, iOS app, or Android app
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get the field temperature · Access from anywhere at any time · Help me understand our long field and climate condition	Remotely we can access the motor switch	Help me feel confident about where to go and spent time in other work	Help me to see what could be doing next	
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increased quality of production · It saves time and reduce labour cost	Modern Technology Has Made water supply simple		People love to remote access control, we have a 98% satisfaction rating	
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	In some rural areas the network connectivity was poor · Some people don't known how to use the smart device	Rural People express a bit of fear to use technology			
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Provide a simpler information about smart farming	By these technology most illiterate peoples are ready toks farming			

Need some inspiration? See a finished version of this template to kickstart your work.

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