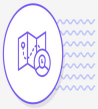# PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID44430
Project Name	IOT BASED SMART CROP PROTECTION SYSTEMFOR AGRICULTURE .

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?

	Entice		**Enter**		**Engage**				**Exit**		**Extend**	
Steps — What does the person (or group) typically experience?	Here from friends	Online ads	Intrested	Hesitant	Extensive uncontrolled intrusion	Prevention and Positioning Technologie	They can send the message about the smart crop protection if any damage on the IoT device	The sensors sense the level of crop,and the device sends the notification to the farmer,their farmer will come and solve it	Awareness,prediction and warning system can reduce the disruptive impacts	The user can contact,if they have any hardness while using the app	They feel hygiene Crop protection System	Communication technologies to increase the quantity and quality
	Feels better to implement	Attracted to appeal to the technology	Hsppy as the customer finds numerous option	Not sure about how it works								
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?	Hears from experienced people whom already used IOT based crop protection system	On observing the field where IOT based smart crop protection is implemented	Starts from information provided from demo	People doubt on how it works	Easily report to the current state of the crops in the farm	Analyze status of the crop	Website to monitor the crops love	information that can be shared with others	Feel easy to monitor the crop	The device may send the wrong information	It reduces the cost of production	Sensor can be damaged when animal intrusion
		Social media,news paper		Welcomed by some people but also hesitated by traditional farmers								
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help the farmer to close the supply demand gap	Help me to avoid work	The primary goal is to make the customer understand about and get benefit by using the product	Learning about device	To Avoid the disruption	Protecting their orchards and fields	Save from significant finencial losses	setting criteria for Final purchase decision	Achieving better crop yields, Economic Well being	Affordable to Farmers	Well maintained farm	Resources increases
	Help me to increase crop protection											
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Exited when hsared that it is easy to use	Delightful with better crop productivity and improved workers safety	Building excitement & interest	By making their work simple by protecting the crops	Easy to Maintain	Reduced Environment Footprint	Quality Control Improvement and process Monitoring		Equipment Monitoring, zero waste	Reduce Waste	Protect the Environment	Increase the fertility of the soil
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated about reviews from others farmers	This technique looks much different from traditional methods	Some information are confusing	using is difficult for the user	Animal Damage	Harm towards Human life	Impact the Environment		Sensor effected by the water	Incase of Short Circuit Decrease exposure to food contaminated	Incase Of Malfunction	Cloud Warning Issue
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Replacement of traditional methods that can save time and resources	agrionery the science and technology of product	Information needs to be easily shared outside demos & workshops	Cordless Crop protection	Unproductive Efforts	Solar Power Devices	Agricultural economist		Less amount of energy conserving	Protecting crops	Crop Protection Program	Sustainability Development