# Project Design Phase- II
# Customer journey map

| Date | 15 OCTOBOR 2022 |
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| Team ID | PNT2022TMID28270 |
| Project Name | Smartfarmer- IOT enabled smart farming application |
| Maximum Marks | 4 Marks |

| Journey Steps Which step of the experience are you describing? | Discovery | Registration | | | Onboarding and First Use | | | | Sharing | |
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| **Actions** What does the customer do? What information do they look for? What is their context? | Watering the crops using data from the sensors | Installation of software | Sign up | Guidelines for using the software | Intuitive and easy navigation | Simplicity | Satisfactory GUI | Gives valuable information | Via ads and social media | Real time information |
| **Needs and Pains** What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.* | Unlimited or continuous internet / High cost of IOT devices | Easy understand of front end | Have a Ad blocker | Automatic saving of data | Improved livestock farming | Increased un-employment | Reduces waste | Possibility of network attack | Sharing settings | Not responding foe customer contact |
| **Touchpoint** What part of the service do they interact with? | Extraction of knowledge from generated data | Monitor resource management | Makes the impossible possible | Real world to virtual world | Help center access | Predictive analysis | Makes easier and pleasant | Higher scalability | Collective network of connected devices | Integration of various technologies |
| **Customer Feeling** What is the customer feeling? *Tip: Use the emoji app to express more emotions* | 🤩 | 🤔 | | | 😇 | | | | 🥱 | miro |