

Customer Journey Map-Smart Farmer IoT Enabled Smart Farming Application

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	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Visit the App or website</div> <div>After the growth of the crop we can ensure the yield of crop</div> <div>Check the weather</div> <div>The app first check the weather of particular location</div> <div>Check the humidity</div> <div>The app use Hygrometer to measure the humidity .</div>	<div>Login into the App</div> <div>The user should login to the app by using mail or phone number</div> <div>Check the soil moisture</div> <div>Using the app user can check the soil,moisture whether it is dry or not</div> <div>View the Humidity of the soil</div> <div>App can intimate the result</div> <div>Switch on the motor</div> <div>If the field is dry we can able to switch on the motor</div>	<div>Alert message</div> <div>User can Alert when certain soil Humidity level reached</div> <div>Switch on/off the</div> <div>Using app user can switch on/off the motor from anywhere</div>	<div>Ensure the yield of the crop</div> <div>After the growth of the crop we can ensure the yield of the crop</div> <div>Submitting the Feedbacks</div> <div>The user can share the ideas.</div>	<div>Personalized work</div> <div>In the customer profile they can see the data about the field</div> <div>Farming in user profile</div> <div>Farmer should not engage themselves fulltime in the field.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div>	<div>Sign in/Sign up page for the users/customers</div>	<div>Weather forecasts shows the weather for routine days</div>	<div>It shows the temperature and humidity of the users field</div>	<div>Customers email(gmail)</div>	<div>Completed experiences section of the profile on the website, ios app or android app</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help the users get the field temperature</div> <div>Access from anywhere at any time</div>	<div>Remotely we can access the motor switch</div>	<div>Users need not presence in field all the time</div>	<div>Help the users what could be doing next.</div>	<div>Monitoring all the sensor parameter through mobile/web app</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Increased quality of production</div> <div>It saves time and reduce labour cost</div>	<div>Modern Technology has made Water supply simple</div>	<div>Cost efficiency,highly reliable,high scalable.</div>	<div>Customer satisfication is high</div>	<div>Hghly secured</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>In some rural areas the network connectivity was poor</div>	<div>Rural people express a bit of fear to use technologv</div>	<div>Some rural people don't know how to use the smart device</div>	<div>Internet/wifi connection is needed</div>	<div>Smartphone is required</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested</div>	<div>Provide a simpler information about smart farming.</div>	<div>By these technology most literate as well illiterate peoples are ready to do farming</div>	<div>Help user to analyse the field parameters</div>	<div>Applicable to all types of fields for the purpose of water supply</div>	<div>Simple and easy to access all the information regarding the customer's field.</div>