









Project Design Phase – II

Customer Journey

Date	8 October 2022
Team ID	PNT2022TMID23211
Project	IoT-Based Smart Crop Protection System for Agriculture
Mark	2 Mark

1 Journey Pace Describe the steps of the experience.	Diagnosis Why do they even start the journey?	Registration Why should they trust us?	Socializing and First Use Successful of the product!	Sharing Inviting others.
2 Actions Customer's context. What does the customer do? What information they look for?	<div>Detecting the issues due to financial losses.</div> <div>Protecting the field lands from animals.</div>	<div>Using proper resources in the production environment</div> <div>Management of resources in an economic environment</div>	<div>Connecting system and mobile apps such that increasing demand for food with minimum resources such as water and seeds by the protection system</div>	<div>Conserve nutrients in the earth and increase the quality and lower the cost of the food.</div> <div>Protecting the biodiversity</div>
3 Needs and Suffering What does the customer need to achieve or to avoid?	<div>Needs : Fend off the crop damage from animals and birds</div> <div>Avoid : Excessive usage of fertilizers and pesticides, shortage of water</div>	<div>Appropriate usage of the IoT equipments</div>	<div>Often monitoring the devices.</div> <div>Farmers have to handle and check the regular working according to the procedures.</div>	<div>Improve cultivation to see more profit.</div>
4 Customer Reaction What is the customer feeling?	 	 	 	 
5 Pain points What part of the service do they interact with?	<div>Software application</div> <div>Cloud services and IoT system</div>	<div>Devices connected by sensors and Mobile application</div>	<div>Notification and buzzer alarm.</div> <div>Reporting the connection status.</div>	<div>Tape the sensors.</div> <div>Minimum price for all crops</div> <div>Afforestation</div>
6 Process Ownership Leading person?	<div>Agriculturalist</div>	<div>Horticulturalists</div>	<div>Farmers</div>	<div>Farmers</div>