

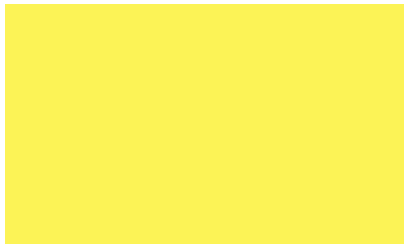


# **CUSTOMER JOURNEY MAP**

**SMARTFARMER-IoT ENABLEDSMART FARMING  
APPLICATION**

**TEAM ID - PNT2022TMID18947**

<div data-bbox="94 73 544 358"><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div data-bbox="858 138 955 239"></div> <div data-bbox="858 192 1007 247">Entice</div> <div data-bbox="858 268 1154 380">How does someone initially become aware of this process?</div>	<div data-bbox="1712 160 1793 247"></div> <div data-bbox="1712 192 1845 247">Enter</div> <div data-bbox="1712 268 1967 380">What do people experience as they begin the process?</div>
<div data-bbox="94 583 215 703"></div> <div data-bbox="250 472 353 518">Steps</div> <div data-bbox="250 532 681 605">What does the person (or group) typically experience?</div>	<div data-bbox="858 483 1030 518">Opening App</div> <div data-bbox="844 551 1051 676"></div> <div data-bbox="858 668 1051 744">Where and how are the app and widgets in arranged position for better experiences</div> <div data-bbox="1170 483 1313 535">View details on sensor data</div> <div data-bbox="1136 551 1343 676"></div> <div data-bbox="1136 627 1402 744">When the user is interested in viewing colour in a bar or numeric value for better understanding</div> <div data-bbox="1428 483 1591 518">Motor Control</div> <div data-bbox="1405 551 1611 676"></div> <div data-bbox="1405 668 1611 733">button to control the motor</div> <div data-bbox="1389 768 1637 918"></div>	<div data-bbox="1763 505 1942 567">Information about their land</div> <div data-bbox="1751 583 1949 703"></div> <div data-bbox="1811 717 1905 741">their land</div> <div data-bbox="1747 768 1986 918"></div> <div data-bbox="2068 499 2222 567">More about sensor data</div> <div data-bbox="2045 583 2243 703"></div> <div data-bbox="2082 698 2238 763">they get detailed info about it</div> <div data-bbox="2045 798 2263 931"></div>
<div data-bbox="250 1021 479 1067">Interactions</div> <div data-bbox="250 1089 697 1162">What interactions do they have at each step along the way?</div> <div data-bbox="284 1197 762 1233">People: Who do they see or talk to?</div> <div data-bbox="284 1254 606 1290">Places: Where are they?</div> <div data-bbox="284 1311 750 1385">Things: What digital touchpoints or physical objects would they use?</div> <div data-bbox="94 1322 215 1442"></div>	<div data-bbox="858 1034 1063 1148">Interaction with widgets for more info</div> <div data-bbox="849 1309 1079 1447"></div>	<div data-bbox="1742 1056 1942 1132">Interaction with data</div> <div data-bbox="1733 1314 1951 1447"></div>
<div data-bbox="250 1491 613 1537">Goals &amp; motivations</div> <div data-bbox="250 1550 697 1664">At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> <div data-bbox="94 1781 215 1901"></div>	<div data-bbox="858 1504 1051 1607">What's happening currently in my land</div> <div data-bbox="844 1765 1067 1901"></div>	<div data-bbox="1721 1496 1878 1567">What we can do in the land</div> <div data-bbox="1701 1749 1898 1871"></div> <div data-bbox="2038 1501 2169 1572">Think about next step</div> <div data-bbox="2006 1754 2201 1876"></div>
<div data-bbox="250 1825 571 1871">Positive moments</div> <div data-bbox="250 1887 693 1998">What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> <div data-bbox="94 2107 215 2227"></div>	<div data-bbox="844 1765 1067 1936"></div> <div data-bbox="881 1898 1024 1933">productive</div> <div data-bbox="1111 1857 1294 1920">Their work will be easy</div> <div data-bbox="1104 2102 1301 2224"></div>	<div data-bbox="1701 1749 1898 1871"></div> <div data-bbox="2006 1754 2201 1876"></div>
<div data-bbox="250 2167 590 2213">Negative moments</div> <div data-bbox="250 2229 727 2341">What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> <div data-bbox="94 2455 215 2574"></div>	<div data-bbox="844 2102 1058 2284"></div> <div data-bbox="858 2221 1051 2281">frustrated in seeing something</div> <div data-bbox="1104 2102 1301 2224"></div>	<div data-bbox="1735 2175 1896 2286">Different ideas may cause confusion</div> <div data-bbox="1701 2433 1924 2569"></div>
<div data-bbox="250 2463 610 2509">Areas of opportunity</div> <div data-bbox="250 2523 658 2626">How might we make each step better? What ideas do we have? What have others suggested?</div> <div data-bbox="94 2455 215 2574"></div>	<div data-bbox="844 2433 1088 2653"></div> <div data-bbox="858 2523 1088 2653">to open our app for every 2-4 hours to know the information</div>	<div data-bbox="1701 2433 1924 2569"></div>





## 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?

