Project Design Phase-II
CUSTOMER JOURNEY MAP

DATE	10 OCTOBER 2022
PROJECT ID	PNT2022TMID01028
PROJECT NAME	SMART FARMER-IOT ENABLED SMART FARMING APPLICATION
MAXIMUM MARKS	4 MARKS

Template

Smart Farmer Application Journey Map

Product School
Created in partnership with

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Smart farmer

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Visit the website or app Check the Weather Check the humidity The user should navigate to our website or app The app first check the Weather of particular location today The app use hygrometer to measure the Humidity	Login to the App Check the Soil Moisture View the Humidity of The soil Switch On the Motor The user should login to the app by using mail or phone number Using the app user can check the soil Moisture whether it is dry or not App can intimate the Result If the field is Dry We can able to Switch on the Motor	Alert Message Switch on/off the motor User can get alert when certain soil humidity level reached Using app user can switch on/off the motor from anywhere	Ensure the yield of the crop Submitting Feedback After the growth of the crop we can Ensure the yield of the crop The User can writes are view and gives ideas of the app	Farming in the user profile Personalized Work In the customer profile they can see the data about the field. Farmer should not engage themselves fulltime in the field, they can feel relax by using this application
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?	Signup/signin page for the users	Weather Forecast shows the weather for routine days	It shows the Temperature and humidity of our field	Customer's email (website like Gmail) "Leave a feedback" model window within the profileon the website, iOS app,or Androidapp	Completed experiences section of the profile on the website,iOSapp,or Androidapp
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get the field temperature Access from anywhere at anytime Help me understand our Land Field and climate condition	Remotely we can access the motor switch	Help me feel confident about where to go and spent time in other work	Help me to see what could be doing next	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increased quality of production It Saves Time and reduce labour cost	Modern Technology Has Made Water Supply Simple		People love to remote access control, we have a 96% satisfaction rating	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	In some rural areas the network connectivity was poor Some people don't know how to use the smart device	Rural People express a bit of fear to use technology			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	provide a simpler information about smart farming	By these technology most literate peoples are ready to do farming			

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