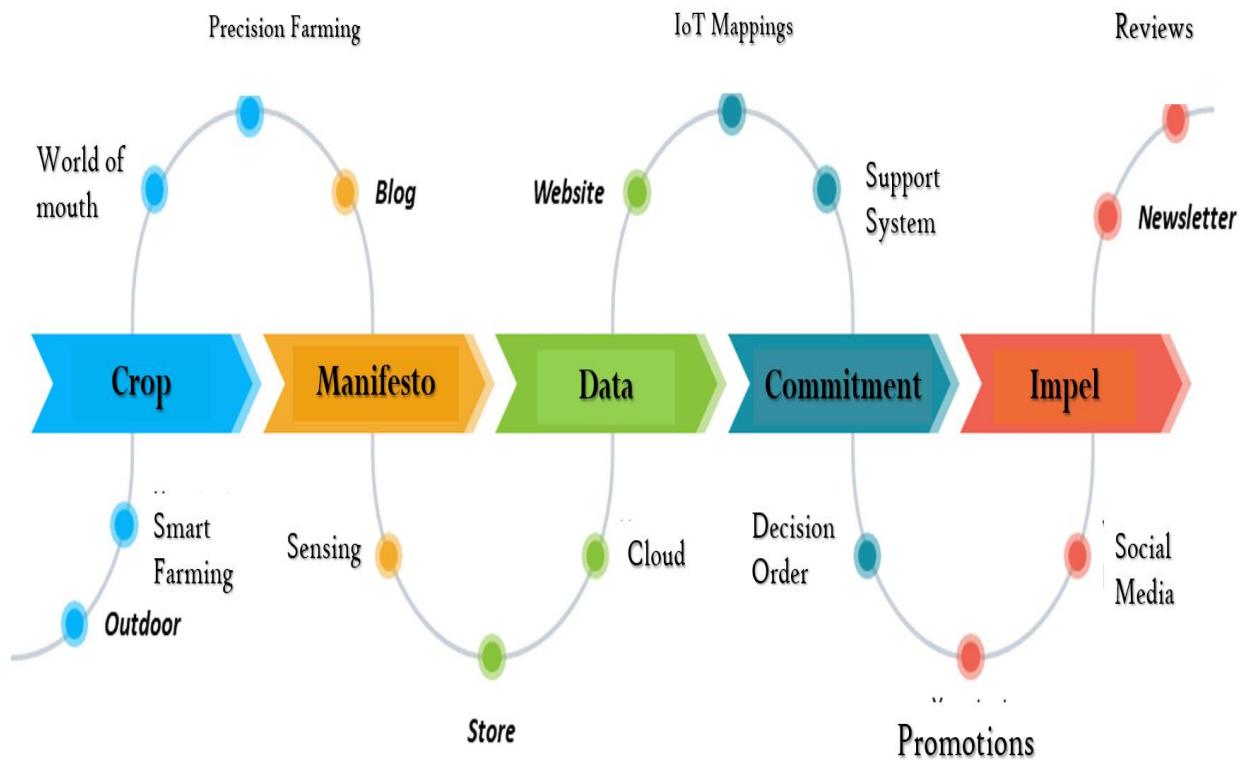


## Project Design Phase – II

### Customer Journey

Date	8 October 2022
Team ID	<b>PNT2022TMID19796</b>
Project Name	IoT - Based Smart Crop Protection System for Agriculture
Mark	2 Marks



### 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 are the important things they look for?

Detecting the issues due to financial losses.

Protecting the field lands from animals.

Using proper resources in the production environment

Management of resources in an economic environment

Connecting system and mobile apps such that increasing demand for food with minimum resources such as water and seeds by the protection system

Conserve nutrients in the earth and increase the quality and lower the cost of the food.

Protecting the biodiversity

### 3 Needs and Suffering

What does the customer need to achieve in the world?

Needs :  
Fend off the crop damage from animals and birds

Avoid :  
Excessive usage of fertilizers and pesticides, shortage of water

Appropriate usage of the IoT equipments

Often monitoring the devices.

Farmers have to handle and check the regular working according to the procedures.

Improve cultivation to see more profit.

### 4 Customer Reaction

What is the customer feeling?



### 5 Pain points

When part of the service do they interact with?

Software application

Cloud services and IoT system

Devices connected by sensors and Mobile application

Notification and buzzer alarm.

Reporting the connection status.

Tape the sensors.

Minimum price for all crops

Afforestation

### 6 Process Ownership

Leading person

Agriculturalist

Horticulturalists

Farmers

Farmers