Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?		Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customers(i.e., farmers) want to take care of their field without wasting the time so,they would start this journey.	We are providing the solution which is secure and reduce their stress about the losses and can save their time too so they can trust us to see the success.	Once they start using the product they can avoid excess flow of water into the field,save the crop before getting dried.	They will be intimated about their field conditions regularly through message and mail so they will be stay updated instead of checking directly the field.	Farmers or even customers would always like to the one who suffers from the same problem and our solution includes one device performing multiple tasks and leads to achieve 99% of the profit they expected. So we believe customers would invite others to make use of this product.
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Smart farming is an conceptual idea about how to cultivate using latest technology and gain much larger yeilds than conventional farming.	For the longest time, farming and manual labor were synonymous. Thanks to IoT and smart farming, the dependency on manual labor has reduced significantly.	Farmer always worry about the losses ,they feel depressed when they are unable to get the expected profit. So our solution includes many features liike detecting the moisture level and then allow the limited water to flow into the field so that the crop will not be afffected from changing enivrnoment.		By utilizing IoT solutions, smart farming is able to meet the growing demand for crops while providing the highest quality standards.
Touchpoint What part of the service do they interact with?	The Internet of Things makes it possible to optimise the monitoring of farms, mainly through smart sensors capable of measuring everything from solar radiation to leaf moisture and stem diameter, or the temperature of each animal in the case of livestock, making it easier to make all sorts of management decisions.	Some farmers are sceptical about who benefits from smart farming technologies. And farmers would find it difficult to adapt to the technology too A lack of trust and transparency surrounding data ownership could also limit smart farming.	Data-driven agriculture helps both grow more and better products. Using soil and crop sensors, aerial drone monitoring and farm mapping, farmers better understand detailed dependencies between the conditions and the quality of the crops. Using connected systems, they can recreate the best conditions and increase the nutritional value of the products.		IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money. As it is economic friendly it will inspire them to invite others.
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🎨	🎨	🎨		🎨
Backstage					
Opportunities What could we improve or introduce?	Increase Security.	Increase the technology awareness among the process.	increase the agility of the process and boost productivity		Increase quality product and optimize human labour

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What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Smart farming helps farmers to better understand the important factors such as water,topography, Aspect,vegetation and soil types .this allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.

What can they finally avoid doing?

It is found that major obstacle for smart farming technology adoption in India is small and medium size land holdings followed by lack of education and lack of support system.

What changed in my environment?

Eco-friendly smart farming technology helps reduce agricultural pollution. Using less fertilizer and herbicides reduces leaching and greenhouse gas emissions. Sensor networks can enable near-constant agricultural monitoring with today's ICT.

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