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<p>● Issues What does the customer not want/need or what do they want?</p>	Flourishing why do they even start the journey?	Vegetation why would they travel us?	Descending and first use how can they feel successful?	Staring why would they invite others?					
<p>● Actions What does the customer not want/need or what do they want?</p>	Detection the movement in the field	uses of science- resources within their production environment and manage these in an environmentally and economically	To connect the system through the mobile application	Decreasing demand for food with minimum resources such as water/fertilizers, seeds by the smart crop protection	To get concerning diversity and nutrients in the earth & consequently increasing the quality and lowering food costs.				
<p>● Needs and Pains What does the customer want to achieve and avoid?</p>	Mobile Application and Devices that connect to the IoT system	To have enough knowledge on how the IoT based devices	Simple to use to receive the information & data according to the IoT based procedures	To they have more profit to improve cultivation					
<p>● Touch point What part of service do they interact with?</p>	Mobile application and Devices are connected through IoT system	Mobile Application	Devices connected by SENSORS	Buzzer sound	Integration in mobile application	Type the sensor & connection report	Initial farmer not aware of environmental issues	plant many crops	Minimum support prices for all crops
<p>● Customer Feeling What is the customer feeling?</p>									
<p>● Process Ownership Who is in the lead on this?</p>	Horticulturists	Horticulturists	Farmers	Horticulturists					