Customer Journey

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TEAM ID	PNT2022TMID38289
PROJECT	SMART FARMER-IOT ENABLED SMART FARMING APPLICATION
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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?	Detecting the protection of field land & major financial losses.	Uses of scarce resources within their production environment and manage these in an environmentally and economically	To connect the system with Sensor through the mobile application / Increasing demand for food with minimum resources such water, fertilizers and seeds by the smart crop protection	To get conserving biodiversity and nutrients in the earth & consequently increasing the quality and lowering the food costs.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	ACHIEVE: Prevent crop damage from diseases and pests / AVOID: Excessive use of chemical fertilizers and pesticides, prolonged droughts and shortage of water	To have enough knowledge on handle the IoT based devices.	Farmers have to handle it regular checking & work according to the IoT based procedures.	If they have more profit to improve cultivation.
Touchpoint What part of the service do they interact with?	Mobile application and Devices are connected through IoT system.	Mobile application / Devices connected by SENSORS	Buzzer sound / Notification in mobile application / Tape the sensor & connection report	Build farmer resilience to environmental shocks. / Plant many crops / minimum support prices for all crops
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😃	😉	😇	🥳
Backstage				
Process ownership Who is in the lead on this?	Horticulturists.	Horticulturists.	Farmers	Horticulturists.

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