CUSTOMER JOURNEY MAP

SmartFarmer - IoT Enabled SmartFarming Application

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Created in partnership with

Product School
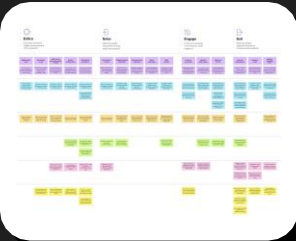
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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Check the humidity / Check the Weather / The Website checks the weather at the location of the field / The app then checks the humidity and the temperature range	Login to the Website or App / Chcek the soil moisture / Switch on the motor / Login to the app using the user credentials / Using this the moisture content of the soil can be known / By checking the soil moisture and humidity water can be supplied	Alert message / Switching on/off the motor / It will give alert message to the farmer at the time of certain soil conditions / The farmer can on or off the motor remotely	Ensure the crop yield / Providing the feedback / After the growth of the crops the yield of the crop is known / The farmer submits the feedback about their experience	Farming is the user Profile / In the user propfile we can access all the data about the field
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?	Sign in to the website / Login to the website using the user credentials	The weather conditions can be forecasted using this app / Weather forecasting done in routine days	It Shows the Temperature and humidity of the field	Customer's Email / "Leave us a Feedback"	Complete experience of the farmer is updated in the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To help the Farmers to find the Temperature / The weather conditions should be updated at the time the user login to the app / The soil conditions should be updated	The motor access can be accessed remotely	Help me in feeling confident about where to go and spend time on other work	Help me to see what activity to be done next	The farmer shares the best user experiences about the best farming experience
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It helps in deciding the crops for agriculture / The Quality of the production should be increased	Latest technologies helps the farmers in various ways	Helps me to go anywhere without the worrying to take care of the field	People are really happy about the remote access technology	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some farmers doesn't have the enough awareness about the latest technologies / The network Connectivity is poor in many rural areas	Farmers from remote and rural areas doesn't completely believes the modern technologies	What if network connectivity lost at the time of need		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	It helps to do the farming in a very easy way / Provides a simpler information about Smart Farming	Many people come forward to do farming			

Need some inspiration?

See a finished version of this template to kickstart your work.

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