

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Date	21 October 2022
Team ID	PNT2022TMID23804
Project Name	IoT Based Crop Protection System For Agriculture

add experiences, then add detail to each of the other rows

 Think Research, thinking, planning, identifying, analyzing, understanding	 Define Research, understand, define, determine, identify, define, the project	 Enter All go in people, experience, entering, begin, the project	 Engage go to the customer, go to the customer, what, support			 Exit What do people, think, experience, what, the project, expect	 Extend What happens when the, experience, is used
 Steps What steps to go on, go on, go on, go on	one demo, at community center	information needs to be shared easily	instant graduation is important after a large purchase	decision depends on community and family support	Talk to neighbours	compares the possibilities of current	puts training into practice independently
 Interactions What interactions, they have, at, with, regarding, the, way? • People: Who is they are involved? • Place: Where are they? • Things: What is the technology or product, experience, it they use?	interaction with salesman at demo	information provided at demo	information that can be shared with others	increasing global population	impacts on environment	Final sales & purchase process	training programs, independent & reference materials
 Goals & motivations What goals, what is expected, what is going to be achieved, (they go to, or help to make it)	potential user who know about the service	Learning	setting criteria for final purchase decision	preferences for complexing sources of information	expectation on content	complete purchase	Receive training and support as needed
 Positive emotions What ways, their original, passion, to, inspire, produce, for, naturally, positive, something	Excitement	building excitement & interest	Interested	aware of estimate at the moment	customer who have used more number of times	empowered	accomplished proud
 Negative emotions What ways, their original, passion, to, inspire, produce, for, naturally, negative, something	information was not clear the first time	some information was confusing	busy, overwhelmed, conflicted	family doubt over investment	lack of financing opportunities	nervous and made of doubt	difficult for customer to train others
 Area of opportunity How might we make each step, better (What can be changed, what can be added, what can be removed)	agronomy the science and technology of producing	Information needs to be easily shared outside demos & workshops	nanotechnology	conversation planner	Agricultural economist	legume rotation	agriculture engineer