Project Design Phase-II
Customer Journey Map

Date	21 October 2022
Team ID	PNT2022TMID23830
Project Name	Project - Smart Farmer-IoT enabled smart farming application.
Maximum Marks	4 Marks

SCENARIO

Farmers monitoring their fields through Iot Enabled Application in their Mobile

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?

- **In online mode we will do Digital Marketing** — Most customers discover city tours as they are booking other Fairplane travel
- A customer navigates to the city tours section of our website or app
- **We will reach the customer directly ask about there problems and provide effective solutions if their problems** — The customer types a city, dates, and the number of people who will attend the tour to see what tours are available
- The customer sees available tours for their dates, city, and number of people
- we will provide them knowledge about our application and make farming — After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

- **customer will learn the applications and how to use them** — After deciding to go on this tour, they click the Purchase button
- They fill out their contact and credit card information, then continue
- They see a summary of what they are about to purchase, then they confirm and the tour is booked!
- An email immediately sends to confirm their tour and provide details about where and when to meet their guide
- One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

- **By using the application soil monitoring and irrigation methods** — Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.
- Tour participants meet the guide and other people who have joined the same tour
- The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

- **Productivity yield will be higher** — The guide wraps up the tour and everyone heads their separate ways
- **Wastage of water will be lesser as compared to** — One hour after the tour finishes, an email in-app notification prompt the tour participant for a review
- **There will no Soil** — The tour participant writes a review and gives the tour a star-rating out of 5.

- **Compared to the present system this application is more effective** — The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went
- Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization
- The customer receives an email 14 days after their tour with personalized recommendations for other tours
- When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

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?

Entice	Enter	Engage	Exit	Extend
At the starting the customer will be worried about the process and they will think whether it will be effective	The customer will get to handle application through the person who has the knowledge about that application	they will develop some sort of trust towards the application and will be eager to learn more about the application	They will be able to use the app with our technical assistance	They will have good experience while using this app and they will have productive yields

---

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
The primary goal is to lower the productivity loss and to make farming easier	Initially the growth of the plants can be seen & it provides more hope to use the application	They will compare the growth and production before and after the use of application	They will be satisfied with the outcome & will not their decision of using this application	They will expand their usage to other farming application

---

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
At first there will be excited to see on how the technology works	There will be aware of many new techniques in farming	Positively they will learn the app technology	They will get to know about the tremendous developments in agriculture	They may recommend their positive feedbacks about the app and help people to work with t app

---

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
At first they will find the app costly and will have trust issues	And once if they trust and have enough budget they will buy the app and the learning process is quite challenging	The learning process is not easy for everyone the understanding capacity differs	There will be hard learning process and understanding	If learning become an challenging task one cant handle the app all alone and should have a people assisting them always

---

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
		This application can be used in terrace gardening		Customers will come to know about the tremendous growth in agriculture