

CUSTOMER JOURNEY

Name	20 October 2022
Team ID	PNT2022TMID30731
Project Name	IoT Based Smart Crop Protection System For Agriculture

Journey Steps <small>which step of the experience are you describing?</small>	DISCOVERY Why do they even start the journey?	Registration why would they trust us?	sharing why would they invite others?	Onboarding and First use How can they feel successful?
Actions <small>what does the customers do? what information do they look for?</small>	<div>the customer can detect the protection in field land</div> <div>major financial losses observe the crop safety</div>	<div>the field land monitored and managed the field in 24/7</div>	<div>To get conserving biodiversity and nutrients in the earth</div>	<div>Improve Productivity and high quality crops</div>
Touchpoint <small>What part of the service do they interact with?</small>	<div>devices are connected through IOT systems</div>	<div>device connected by sensors & mobile applications</div>	<div>minimum support prices for all crops</div> <div>plant many crops</div>	<div>tape the sensor and connection report</div>
Pain and needs <small>What does the customer want to achieve or avoid?</small>	<div>Excessive use of fertilizers and pesticides in farming</div> <div>prevent crop damage from diseases and products from the diseases</div>	<div>to have enough knowledge on handle the devices</div>	<div>if we have high profit in production of crops we can improve the cultivation</div>	<div>Farmer handle the regular checking</div>
Areas Opportunities <small>How might we make each step better? what ideas do we have? what have others suggested?</small>	<div>wireless network connection</div> <div>Drones</div>	<div>Costless Crop protection</div> <div>wireless sensors</div> <div>internet of food</div>	<div>crop protection</div> <div>Sustainability Development</div>	<div>Less amount of energy conserving</div>
Customer Feeling <small>what is the customer feeling?</small>				