

PROJECT DESIGN PHASE-2

CUSTOMER JOURNEY

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| TEAM ID | PNT2022TMID14113 |
| DATE | 27 OCTOBER 2022 |
| PROJECT NAME | IOT BASED SMART CROP PROTECTION SYSTEM FOR AGRICULTURE |
| MARKS | 4 MARKS |

CUSTOMER JOURNEY MAP:

| Journey Steps Which step of the experience are you describing? | Discovery | Registration | Onboarding and First Use | Sharing |
|--|---|---|---|--|
| Actions What does the customer do? What information do they look for? What is their context? | Watering the crops using data from the sensors and protecting crop from species | Installation of software Sign up guidelines for using the software | Intuitive and easy navigation Simplicity Satisfactory GUI Gives valuable information | Via ads and social media Real time information |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Unlimited or continuous internet High cost of IOT devices | Easy understand of front end Have a Ad blocker Automatic saving of data | Improved livestock farming Increased un-employment Reduces waste Possibility of network attack | Sharing settings Not responding for customer contact |
| Touchpoint What part of the service do they interact with? | Extraction of knowledge from generated data | Monitor resource management Makes the impossible possible Real world to virtual world | Help center access Predictive analysis Makes easier and pleasant Higher scalability | Collective network of connected devices Integration of various technologies |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😍 | 😞 | 😊 | 😄 |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. |