Project Design Phase - II

Customer Journey

Date	11 October 2022
Team ID	PNT2022TMID34928
Project Name	IOT BASED SMART CROP PROTECTION SYSTEM
Maximum Marks	4 Marks

Phase of journey	Registration & installation			On-boarding				First Use Experience			
Actions — What does the customer do? What information do they look for? What is their context?	Accessing free trials	Register with Email account	Installing hardware components in farm	Learning and trying to use the product	Adding location enabling features	receiving alerts and notifications	Customizing the features	Begins to use the product	Examine whether the process is going on properly	Decides on extending the usage of product	Actively monitor the alerts and notifications from the Application
Touchpoint — What part of the service do they interact with?	Providing instructions and user manual	Registration Process Video	Installation of hardware setup in the field	Giving suitable training	providing appropriate guiding videos	Providing an interactive chat platform	Filing google form for rectifing their queries	Giving Feedback	monitoring temperature and humidity in farm remotely	identifying Trespassed animals by images	Controlling Water Pump for irrigation
Customer Thought — What is Customer Thinking?	The customer feels confused and has many doubts	Whether it will workout or not	Whether he can save the crops from trespassed animals	What should I do to start?	When will the onboarding process complete?	Can identify which animal has entered into farm	How do I monitor the alerts immediately?	Crops will be well irrigated	Excited and eager to use	I can do my work easily	I can monitor the farm even from my home
Customer Feeling — What is the customer feeling?	😕			😕				🥳			
Opportunities — What could we improve or introduce?	By guiding them in all posible ways and solving their queries			By providing faster website speed and loading time we can reduce the wait time				Additional features expected by farmers can be included			