

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID:PNT2022TMID36188

Date	15 october 2022
Team ID	PNT2022TMID36188
Project Name	IOT based Smart Crop Protection For Agriculture
Maximum Marks	2 Marks



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, make sure those "Yes" or "No" the left or right depending on the scenario you're documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, looking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	New tour books Online ads Push alerts to support Alerts to support for warnings	In Personal Hubert Helps the customer have a seamless guide Not sure about how it works	External uncontrolled intrusion Prevention and Positioning Technology They can send the message about the smart crop protection if any damage on the IoT device The person can be used if they are in the field and the device is not connected	Awareness, prediction and warning system can reduce the disruptive impacts The user can contact if they have any hardware while using the app They feel hygiene Crop protection System Communication technologies to increase the quantity and quality	
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	Have had experienced people who already used IoT learning protection system On observing the field where IoT based smart crop protection is implemented Starts from information provided from data People don't do their work Social media news paper Welcome by some people but also frustrated by traditional farmers	Early report to the current state of the crop in the farm Analyze status of the crop Mobile to monitor the crop area Information that can be shared with others	Feed easy to monitor the crop The device may send the wrong information It reduces the cost of production Sensor can be damaged when animal intrusion		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Helps the farmers make more profits through smart crops Help them to avoid with Help me to increase crop production	The primary goal is to reduce the customer understanding about and get used to using the product Learning about device To avoid the disruption Preserving their network and data Save from significant financial losses Setting criteria for first purchase decision	Achieving better crop yields, Economic well-being Affordable to Farmers Well maintained farm Resources increases		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Get a message about the crop status Digital will help crop production and increase the safety Getting a message about the crop status Running the crop production	Easy to Maintain Reduced Environment Footprint Quality Control Improvement and process Monitoring Equipment Monitoring zero waste Reduce Waste Protect the Environment Increase the fertility of the soil			
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Traditional about the crop status The device will help crop production and increase the safety Getting a message about the crop status Running the crop production	Animal Damage Harm towards Humans life Impact the Environment Sensor affected by the water Risk of Short Circuit Device exposure to heat contaminated Increase Of Malfunction Crop Missing Issue			
Areas of opportunity How might we make each step better? What does our user have? What have others suggested?	Development of a smart crop protection system that can guide the farmer to increase the productivity Getting a message about the crop status Running the crop production	Innovative ideas Save Power Devices Agricultural equipment Less amount of energy consuming Protecting crops Crop Protection Program Sustainability Development			