Project Design Phase-II CUSTOMER JOURNEY MAP

Date	12 October 2022	
Team ID	PNT2022TMID30270	
Project Name	SmartFarmer - IoT Enabled Smart Farming	
	Application	
Maximum Marks	4 Marks	

CUSTOMER JOURNEY MAP:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Alerting system before irrigation	Automated soils brigation in business can be control of and micro control of farminess outside from remote to the control of t	Senson Details of Anta-persons detects the the sensors and forms to parameters are sent to assume the field farmer separate quantity.	Time spent for inspired in the inspired for inspired for inspired for inspired for the can be applied and anytime and anytime.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Autonation reduction for face of the control over control irrigation	This can see the cross of the cross from over classes changes the contract of the cross of the c	Timed Perfect Remote irrigation familization Monitoring	Convenient This is cost to irrigate efficient
Touchpoint What part of the service do they interact with?	Farmer gett nooffied when humidity	This system is more efficient will monitor and monitor will monitor and an analysis of a parameters system parameters	Hemisitry and minerals can be detected	Nestified until the response from the farmer
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	8	2	©	5
Backstage				
Opportunities What could we improve or introduce?	Wastage of water is decreased	crop yielding is increased	decreasing rate of crop withering.	increased aeration in the field .
Process ownership Who is in the lead on this?	Farmer	Farmer	Farmer	Farmer