

Customer experience journey map

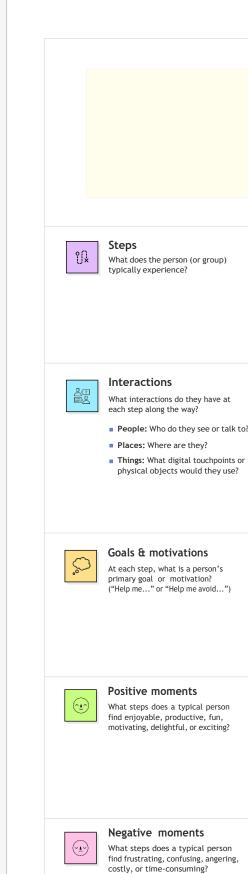
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

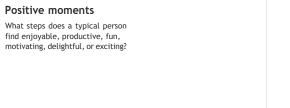


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The Eagerness of the farmer is using this type of product which is new for them

One huge drawbacks of smart farming. It requires an unlimited or continuous internet connection to be successful

Suggestion:

Bidhan Roy says that apps and the internet can digitally revolutionise farming. He suggests an app for testing pH levels (after testing soil on a physical pH strip, click the picture and send it to the app, which will provide colour analysis to determine its chemical composition), along with informational apps about seeds and a database of bio-manure.

Satisfaction:

Exit What do people

typically experience as the process finishes?

> While using our product the User wants to get satisfied

Awareness want to

be given to the

farmers through

social media, news

channel and

camps

We use this product in agriculture lands to get benefits from farmers

Smart farming is important

due to be growing of the

expanding global

population, the increasing

demand for advanced crop

yield.

Sustainablity Increasing Agricultural Productivity Incomes

Digital

touch:

At last It focuses on yield, food security, food systems, and more efficient to the environment.

Facinating:

The customers are happy with this product it reduces the manpower and watering process is automated and provides high yield

The major obstacle for Precision agriculture technology adoption in India is small and medium size land holdings followed untutored and lack of support system.

IoT in the agricultural sector are deficit of information, high adoption costs, and security concerns, etc.

IDEA:

By Using different types of Sensors we collected the data & monitor the field continuously, and automatically pour water in the crops & Manual requirement is not necessary Farmer can easily known in their situated place

What does the person (or group)

First we desired to identify the drawbacks and disadvantages farmers face when harvesting crops.

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Enter

What do people

begin the process?

People

view:

Point of

Precision Farming

It does not focus on precise measurements.

Smart farming used to manage

farms using modern Information

and communication technologies

to increase the quantity and

quality of products while

optimizing the human labor

required.

It focuses on capturing data and interpreting them using computing echnologies to make farm operations more predictable and

Smart

Farming

efficient.

Places:

The goal of sustainable

agriculture is to meet

society's food and textile

needs in the present

without compromising

the ability of future

generations to meet their

own needs.

The need to use natural

resources efficiently, the

sophistication information and

communication

knowledge and

increasing need for climate smart for

agriculture.

Engage

In the core moments in the process, what

To raise food without damaging the environment or future productivity while

operating ethically with regard to animals and local communities.

Exhilarating:

They are exhilarating by using these products

Lack of practical knowledge the they can't handlethe machines

properly

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Betterments:

Eagerness:

Water management is the best way to improve productivity. By using a sprinkler irrigation system, we can increase yields by up to 50%.