

## Customer experience journey map

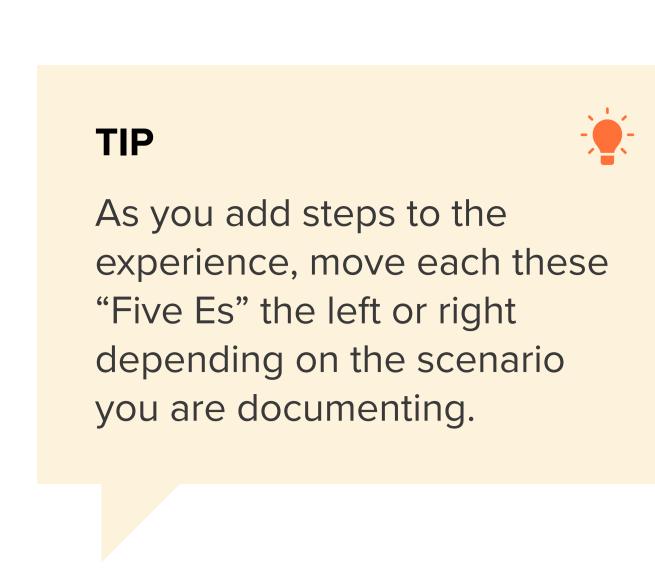
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

eated in partnership with



Share template feedback

## SMART FARMING



Browsing, booking, attending, and rating a local city tour	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Visit the website  User should search for best applications which are suited for their plan.  The user should navigate for the app in our website  Install the app  After finding the app the user has to install it by following the steps provided in description	Login to the app  Confirmation  User Information  Subscription plan  Payment process and confirmation  The user should login to the app by using mail or phome number for confirmation  OTP will be sent to user phone number for confirmation  Information includes full name, farm location, type of crop growing, state and mobile number  Subscription process and confirmation  The user will pay via online and confirmed via email	Connect components to the app  User can connect the components to to the app and check connection by working  User can connect the information ach as humidity, temperature, soil quality, etc of thier field by using this app.  Get alert messages  Motor working  Motors in the field will automatically turn on and off by detecting the humidity or moisture level in the field.	The user can rate our application after one month of usage between  Review  User can also review their comments and problems .	Recommend the app to others by their better experience.
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?  Places: Where are they?  Things: What digital touchpoints or physical objects would they use?	Mobile phone, PC or laptop to download the app  Mobile phone, PC or laptop to download the app	Registration section of the app  Confirmation via sms/email  Payment overlay of the app  confirmation via app	loT based cloud platform analysis  User Interaction with web interface	Rate model window within the app.  Review model window within the app.	Interaction between user and others
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help to monitor the field using this app.  Help to use the app	Help to handle the app  Help to avoid the confusion in the login process  Help to feel confident about payment criteria	Help to monitor the livestock using drones and sensors  Motor works automatically by checking parameters  Help to monitor the livestock using automatically by checking parameters	Help user to express their feelings about the app	
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Attitude of confidence in using smart farming tools in agriculture	Perceived ease of use of smart farming tools in farming.	It saves time and reduce labor costs  Gives timely alerts when action is mandatory	Increased quantity and quality of production  People love to remote access control, which gives us satisfactory rating	Makes them introduce our idea to other farmers through their successful reviews and rating.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The people face issue in network connectivity.  They also face some trust issues because of the use of new technologies.  Face difficulty in understanding the usage.	Rural area people will have the fear of using the technique.  Frustrated during technical problems	Annoyed during unstable internet access  Chance of getting incorrect readings	Disturbance due to rating pop ups  Chance of getting annoyed by unnecessary ads	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Has potential to rebalance power and redistribute profits more equitably throughout the supply chain.	This applications can also be used in terrace farming ,gardenings etc  By these technology most illiterate peoples are ready to do farming.			