



CUSTOMER JOURNEY MAP

STEPS		DISCOVERY	REGISTRATION	ONBOARDING	SHARING
<div></div> <div>Your paragraph text</div>		Why do they start the journey?	Why would they trust us?	How can they feel sucessful?	Why would they invite others?
	INTERACTIONS				
	<div></div> <div>Your paragraph text</div>	Detecting movement in the field	Using scarce and sustainable resources within production environment.	Connecting the system with the sensor through the mobile application.	Final sales & purchase process
	GOALS & MOTIVATION				
	<div></div> <div>Your paragraph text</div>	More profit leads to improved cultivation	To have enough knowledge to handle IoT devices	Building farmer resilience to environmental shocks	This would help to understand the viability of the project better and help to overcome the flaws
<div></div> <div>POSITIVE MOMENTS</div> <div>How would the customers feel?</div>		Excited	Empowered	Proud	Accomplished
	NEGATIVE MOMENTS				
<div></div> <div>Your paragraph text</div>	Doubts over investment	Nervous	Overwhelmed	Conflicted	