

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY

DATE	16 October 2022
TEAM ID	PNT2022TMID34075
PROJECT NAME	IOT Based Smart crop Protection System For Agriculture

Template

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.

Created in partnership with

Product School

Share template feedback

Customer Journey

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.

Scenario	Entice	Enter	Engage	Exit	Extend
Scenario: 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?	<p>Start from home</p> <p>Online ads</p> <p>Feel better to segment</p> <p>Research what to book</p>	<p>Interested</p> <p>Not sure about how it works</p> <p>Happy as the customer finds numerous options</p>	<p>Too early</p> <p>Crop Protection</p> <p>Farmers can monitor the field from anywhere and anytime by remote sensing</p> <p>It helps the farmers take appropriate actions against unwanted pests and protect their crops from various diseases.</p>	<p>High cost</p> <p>Not taking it to daily</p> <p>Increases production due to safety measures from animal attacks and pest attacks</p> <p>Enhances how the farming sector works, providing the best solution to get better results. The advanced technology provides a complete package to employ the best quality and suggest better options to the farmers.</p>	<p>Satisfied</p> <p>Increased income level</p> <p>Smart farming make agriculture more profitable</p> <p>Save money and reduce labor cost and make to follow this technique</p>
Interactions What interactions do they have at each step along the way?	<p>Heads from experienced people whom already used IoT based crop protection system</p> <p>On observing the field via IoT based real time monitoring & experienced</p> <p>Social media, news, paper</p>	<p>Starts from information provided from demo</p> <p>People doubt on how it works</p> <p>Welcomed by some people but also hesitated by traditional farmers</p>	<p>People say that this technique Saves time and money</p> <p>Modernized agriculture</p> <p>People match the current crop which is automated with IoT to the information they can get from social media and feel the difference with traditional farming.</p>	<p>Reduced the extravagant use of resources like Water and welcomed by the society.</p> <p>People say that the modern agriculture reduces the use of electricity</p>	<p>Motivated by online and offline advertisements to use more modern techniques</p> <p>After the experience is over, smart farming is encouraged by modern farmers but not accepted by traditional farmers.</p>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>Help me to avoid risk cost</p> <p>Help me to increase crop protection</p> <p>Helps the farmers to close the supply demand gap</p>	<p>To develop intruder alert to the farm, to avoid losses due to animals and fire</p> <p>The primary goal of the smart crop monitoring system is to ensure maximum efficiency for farmers</p>	<p>Help the farmers to reduce pests and creating the most adverse conditions for their adaptation</p> <p>Help the farmers to monitor the crop remotely.</p>	<p>The ultimate goal is to produce high quality food timely.</p> <p>Help farmers to pay less amount for using resources like electricity.</p>	<p>Help the farmers to spread the awareness about smart farming</p>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>Exited when heard that it is easy to use</p> <p>Delightful with better crop productivity and improved worker's safety</p>	<p>Great feeling to own a smart crop</p> <p>Increase awareness and interest</p>	<p>Quality of deliverables</p> <p>Traditional way of farming which is a hectic process to analyse data manually related to soil and crops can be overcome by modern farming methods.</p>	<p>Due to improved quality of food the sale price is higher and generates more revenue for the farmers which makes the farmers happy.</p>	<p>Encouraged but needs clarity and comfort.</p>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>Frustrated about reviews from others farmers.</p> <p>This technique looks much different from traditional methods.</p>	<p>There could be wrong analysis of weather conditions.</p> <p>Feels confused and decided to try again in case the farmer has lack of awareness.</p>	<p>It requires an unlimited or continuous internet connection</p> <p>Fear of any damage to the sensors which can break the transfer of monitored information.</p>	<p>With IoT devices, massive amounts of data are collected and processed, making it challenging to monitor how data will be processed and get the consent.</p>	<p>Feels little nervous and unsure.</p>
Areas of opportunity How might we make each step better? What does it mean? What have others suggested?	<p>We make smart crop protection better by increasing productivity using combination of crop protection techniques.</p> <p>Replacement of traditional methods that can save time and resources.</p>	<p>Ensuring the working of the sensors before installing it and frequently.</p> <p>Support by the government to adapt to smart crop protection.</p>	<p>Quick onsite support</p> <p>By making the information should be sent fastly to and from the sensor nodes</p>	<p>Allows predictive analytics to help you make better harvesting decisions.</p>	<p>To make all the farmers updated by creating awareness programs.</p>

Need some inspiration?

See a featured version of this template to kickstart your work.

Open example