Project Design Phase-II   Customer Journey

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Team ID	PNT2022TMID30241
Project Name	IoT Based Smart Crop Protection System for Agriculture
Maximum Marks	4 Marks

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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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.

	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?	The crops of the farmer is damaged by the birds and animals. / When the land owner came to know that his field is vandalized by the wild animals during the night time.	They will came to know that the crop protection and monitoring is not possible for 24/7 with manpower. / They will analyze that the crop protection system is not able to control all the time.	Land owners will search for the best crop protection system available in the market. / Farmers will look for the man power to prevent the land from birds and animals.	They will find that the crop protection system is quite expensive. / Farmers will find that the birds and animals will get used for any new method carried to prevent crops.	Farmers will feel that it will be ok if the system is designed that can prevent the crops from the birds and animals for a whole day or whenever needed. / Land owners will be ok if they get affordable system that can both protect the crops and be alerted if there is intruder detected.
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?	Farmers will tell the people that their crops are getting damaged. / The field that has been vandalized by animals will be analyzed. / The protection equipment used before like the scarecrows will be examined.	People cannot manage their crops for 24/7 / The places are open in the environment thus prone to animals vandalization. / They will search the system to cover the crops safely.	Farmer will appoint people to protect their crops. / Land owners will look for the better places to plant their crops in order to protect it. / They will buy the electrical fencing kind of fencing for their crops.	Still people cant control for a whole day. / Birds will affect the crops in all places. / The birds and animals will get used to the things that are installed to protect the crops.	Will fire all the people appointed for protection job. / Look for the safest place. / Will search for better protection system.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Plant a crop and have to protect it / Should safeguard it from damage.	Birds please go away / My crops are planted for the wild animals to damage.	What else i can do to protect my crops. / I cannot tolerate the losses made by birds and animals.	Should find the better solution. / I should be notified if my crops are affected by birds and animals.	I should both control and alerted if my crops are damaged.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Trying different places for plantation.	Getting people's help to protect the crops.	Learning from mistakes that has to be corrected in the next action.	Here after we should find the better solution than this to protect our crops.	We should never repeat this process as it too caused a crop damage.
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Fearing of good crop yield.	Unexpected crop damage that is caused by birds and animals.	When all the precautions didn't worked that causes the waste of money and energy.	Loss of money and amount that has invested in the crops.	No system can prevent the crop damage from birds and animals effectively.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Have a deep analysis about the place and season in order to know the movement of birds and animals. / Know about the places from where the animals could come for crop damage.	The smart crop protection should be implemented in the field that can make different noise to scare the birds and animals.	The system will contain cameras that can be triggered when the movement is detected in the field. / The owner can also be notified about the intruder and will be alerted with the pictures captured by the camera in order to know about the intruder.	The animals will be scared by the noise from the system or if it come closer to the field , the buzzer will be turned on in order to scare the intruder even more.	The birds and animals vandalization will get reduced because of the noise and alert methodology that is implemented. / The losses can also be avoided due to the battery system and the battery can be connected with the solar energy as it will be placed in an open environment for better efficiency.