

VSB ENGINEERING COLLEGE, KARUR-639111

PROJECT DESIGN PHASE-2

CUSTOMER JOURNEY

**Project Title:** Smart Farmer- IoT Enabled Smart Farming Application

**Project Domain:** Internet of Things

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# Customer Journey Process

## Customer Feedback

Best thing is the accuracy its giving. Very essential in rural empowerment. Crop schedules are good to manage multiple crops also reduces fertilizer cost. In terms of app user experience is very good from farmers point of view.



### Consideration



Smart farming uses modern technology to increase the quantity and quality of the product.

### Purchase



Buying directly from growers and farmers is a win situation for them and you as a consumer. The farmer's market has grown in popularity over the last few years

### Performance



Smart farming can make agriculture more profitable for the farmer. Decreasing resource inputs will save the farmer money and labor, and increased reliability of spatially explicit data will reduce risks.

### Challenges



The challenges of a smart agriculture system include the integration of these sensors and tying the sensor data to the analytics driving automation and response activities

### Retention



This allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner. As a result, data analytics allows for better decision-making through technological advances. Through collecting data from sensors using IoT devices, you will learn about the real-time state of your crops