

# Project Design Phase-II

## Customer Journey Map

Smart Farmer - IOT Enabled Smart Farming Application

Team ID : PNT2022TMID48383

<div data-bbox="338 580 602 746"> <p>SCENARIO</p> <p><b>Browsing a application For Smart Farming</b></p> </div>	<div data-bbox="817 561 882 621"> </div> <p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>	<div data-bbox="1325 568 1375 621"> </div> <p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>	<div data-bbox="1834 568 1890 621"> </div> <p><b>Engage</b></p> <p>In the core moments in the process, what happens?</p>	<div data-bbox="2360 568 2413 621"> </div> <p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p>
<div data-bbox="299 868 367 936"> </div> <p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<div data-bbox="817 868 1181 1017"> <div>Visit App or website</div> <div>Browse Available features</div> <div>View details</div> <div>A User uses the application of smart farmer by visiting on website or app</div> <div>The User sees available application for their problem solving</div> <div>User view the details about the user of application</div> </div>	<div data-bbox="1325 868 1693 1017"> <div>Register and login to the application</div> <div>confirmation</div> <div>Login to the application</div> <div>The user registered and enter into the application by click login</div> <div>An email confirmation immediately send to the registered user</div> <div>After reistered the user will login</div> </div>	<div data-bbox="1834 868 2184 1017"> <div>Meet the guide</div> <div>satisfaction</div> <div>Experience</div> <div>The user want to meet the service provider through online to clarify their doubts</div> <div>The user uses smart farming system to obtain better efficiency</div> <div>The service provider will explain the uses to the user of an applicant</div> </div>	<div data-bbox="2360 868 2725 1017"> <div>Prompt for review</div> <div>Submitting review</div> <div>Leave the web page or app</div> <div>After leaving the page an email and notification will be sent to the user</div> <div>The user writes review gives a rating about the application performance</div> <div>Customer leave the webpage or the application</div> </div>
<div data-bbox="299 1129 367 1198"> </div> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>■ <b>People:</b> Who do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div data-bbox="817 1129 1181 1198"> <div>This app satisfy our needs and guide us in farming</div> <div>The user seeks for the review of the app from online and social media platforms</div> <div>User viewing the app details</div> </div>	<div data-bbox="1325 1129 1693 1198"> <div>Enter the required restration details</div> <div>Enter the confirmation details</div> <div>Enter the login details to get into the application</div> </div>	<div data-bbox="1834 1129 2184 1198"> <div>User able to contact the customer service</div> <div>After the process the user getting happy</div> <div>User Feels Happy after resolving the issues</div> </div>	<div data-bbox="2360 1129 2725 1198"> <div>The user prompt for review</div> <div>The user write a review about the app and giving the rating</div> <div>After that the user leave the app or page</div> </div>
<div data-bbox="299 1398 367 1466"> </div> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="817 1398 1181 1466"> <div>Help me to know more about the app</div> <div>Help me to what are the features they are providing</div> <div>Help me to view the important details of the application</div> </div>	<div data-bbox="1325 1398 1693 1466"> <div>Help me to register the required details</div> <div>Help me to enter the confirmation details</div> <div>Help me enter the login details to enter the app or webpage</div> </div>	<div data-bbox="1834 1398 2184 1466"> <div>Help me to contact the customer service</div> <div>Help me to avoid the issues</div> <div>Help me to Feel happy about the app</div> </div>	<div data-bbox="2360 1398 2725 1466"> <div>Help me to review the app</div> <div>Help me to avoid the low ratings</div> <div>Help me to leave the app or web page</div> </div>
<div data-bbox="299 1572 367 1640"> </div> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="817 1572 1181 1640"> <div>Its happy to find the application</div> <div>This app features are exciting</div> <div></div> </div>	<div data-bbox="1325 1572 1693 1640"> <div>After registered the app its enjoyable to the user</div> <div></div> </div>	<div data-bbox="1834 1572 2184 1640"> <div>It is easy to conact the customer service</div> <div></div> <div>Thats fun to resolving the user's issues soon</div> </div>	<div data-bbox="2360 1572 2725 1640"> <div></div> <div>The user Didn't like to leavethe app because the app motivating the user to use</div> </div>
<div data-bbox="299 1774 367 1842"> </div> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="817 1774 1052 1842"> <div>Time Consuming</div> <div></div> </div>	<div data-bbox="1325 1774 1561 1842"> <div>Confuse</div> <div></div> </div>	<div data-bbox="1834 1774 2069 1842"> <div>Time Consuming</div> <div></div> </div>	<div data-bbox="2360 1774 2725 1842"> <div>Angrying to review</div> <div></div> <div>Confusing to leave or stay in app</div> </div>
<div data-bbox="299 1944 367 2013"> </div> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="817 1944 1052 2013"> <div>To advertice the application in social medias</div> <div>Explain the features in advertisement</div> </div>	<div data-bbox="1325 1944 1693 2013"> <div>Explain the registration process simply to understand</div> <div>Demo to how to check confirmation mail</div> <div>By entering OTP to login easily or a code</div> </div>	<div data-bbox="1834 1944 1937 2013"> <div>Reduce the waiting time to connect with the user</div> </div>	<div data-bbox="2360 1944 2463 2013"> <div>The user review will help to improve the app</div> </div>

