

Project Design Phase-II Customer Journey

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Team ID	PNT2022TMID44252
Project Name	IoT Based Smart Crop Protection System for Agriculture
Maximum Marks	4 Marks

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.

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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?	<p>The crops of the farmer is damaged by the birds and animals.</p> <p>When the land owner came to know that his field is vandalized by the wild animals during the night time.</p>	<p>They will come to know that the crop protection and monitoring is not possible for 24/7 with manpower.</p> <p>They will analyze that the crop protection system is not able to control all the time.</p>	<p>Land owners will search for the best crop protection system available in the market.</p> <p>Farmers will look for the man power to prevent the land from birds and animals.</p>	<p>They will find that the crop protection system is quite expensive.</p> <p>Farmers will find that the birds and animals will get used for any new method gained to prevent crops.</p>	<p>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.</p> <p>Land owners will be ok if they get affordable system that can both protect the crops and be alerted if there is intruder detected.</p>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or browsing, seeking, etc. would they use? attending, and selling a local city tour	<p>Farmers will tell the people that their crops are getting damaged.</p> <p>The field that has been vandalized by animals will be analyzed.</p> <p>The protection equipment used before like the scarecrows will be examined.</p>	<p>People cannot manage their crops for 24/7</p> <p>They will search the system to cover the crops safely.</p>	<p>Farmer will appoint people to protect their crops.</p> <p>Land owners will look for the better places to plant their crops in order to protect it.</p> <p>They will buy the electrical fencing kind of fencing for their crops.</p>	<p>Still people cant control for a whole day.</p> <p>Birds will affect the crops in all places.</p> <p>The birds and animals will get used to the things that are installed to protect the crops.</p>	<p>Will fire all the people appointed for protection job.</p> <p>Look for the safest place.</p> <p>Will search for better protection system.</p>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>Plant a crop and have to protect it</p> <p>Should safeguard it from damage.</p>	<p>Birds please go away</p> <p>My crops are planted for the wild animals to damage.</p>	<p>What else I can do to protect my crops.</p> <p>I cannot tolerate the losses made by birds and animals.</p>	<p>Should find the better solution.</p> <p>I should be notified if my crops are affected by birds and animals.</p>	<p>I should both control and alerted if my crops are damaged.</p>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>Trying different places for plantation.</p>	<p>Getting people's help to protect the crops.</p>	<p>Learning from mistakes that has to be corrected in the next action.</p>	<p>Here after we should find the better solution than this to protect our crops.</p>	<p>We should never repeat this process as it too caused a crop damage.</p>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>Fearing of good crop yield.</p>	<p>Unexpected crop damage that is caused by birds and animals.</p>	<p>When all the precautions didn't worked that causes the waste of money and energy.</p>	<p>Loss of money and amount that has invested in the crops.</p>	<p>No system can prevent the crop damage from birds and animals effectively.</p>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<p>Have a deep analysis about the place and search in order to know the movement of birds and animals.</p> <p>Know about the places from where the animals could come for crop damage.</p>	<p>The smart crop protection should be implemented in the field that can make difficult to come for the birds and animals.</p>	<p>The system will control crops and will be alerted when the animals entered the field.</p> <p>The sensor can also be installed and will be alerted when the animals entered the field.</p>	<p>The animals will be alerted by the sensor from the system and if come closer to the field, the farmer will be alerted as to protect the crops from the birds and animals.</p>	<p>The birds and animals could be alerted by the system and the farmer can be alerted when the crops are damaged.</p> <p>The sensor can also be installed in the system and the farmer can be alerted when the crops are damaged.</p>