

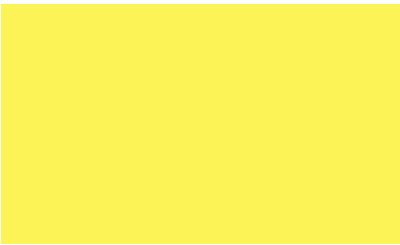


CUSTOMER JOURNEY MAP

**SMARTFARMER-IoT ENABLEDSMART FARMING
APPLICATION**

TEAM ID - PNT2022TMID47823

<div data-bbox="94 73 544 355"><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div data-bbox="851 130 959 239"></div> <div data-bbox="858 192 1010 244">Entice</div> <div data-bbox="858 266 1154 377">How does someone initially become aware of this process?</div>	<div data-bbox="1715 157 1793 244"></div> <div data-bbox="1715 192 1845 244">Enter</div> <div data-bbox="1715 266 1967 377">What do people experience as they begin the process?</div>
<div data-bbox="94 583 215 703"></div> <div data-bbox="250 472 353 516">Steps</div> <div data-bbox="250 529 681 602">What does the person (or group) typically experience?</div>	<div data-bbox="863 483 1030 516">Opening App</div> <div data-bbox="847 551 1056 679"></div> <div data-bbox="870 668 1049 744">there and widgets in arranged position for better experiences</div> <div data-bbox="1173 478 1315 532">View details on sensor data</div> <div data-bbox="1138 551 1345 676"></div> <div data-bbox="1138 627 1405 744">When the user is interested in viewing colour in a bar or numeric value for better understanding</div> <div data-bbox="1430 483 1593 516">Motor Control</div> <div data-bbox="1405 551 1611 679"></div> <div data-bbox="1405 668 1637 744">button to control the motor</div>	<div data-bbox="1765 505 1942 564">Information about their land</div> <div data-bbox="1751 583 1949 703"></div> <div data-bbox="1811 717 1905 744">their land</div> <div data-bbox="2068 499 2222 564">More about sensor data</div> <div data-bbox="2045 583 2243 703"></div> <div data-bbox="2080 689 2240 763">they get detailed info about it</div>
<div data-bbox="250 1021 479 1064">Interactions</div> <div data-bbox="250 1086 697 1159">What interactions do they have at each step along the way?</div> <div data-bbox="284 1195 764 1230">People: Who do they see or talk to?</div> <div data-bbox="284 1252 608 1287">Places: Where are they?</div> <div data-bbox="284 1309 753 1382">Things: What digital touchpoints or physical objects would they use?</div>	<div data-bbox="865 1032 1065 1146">Interaction with widgets for more info</div> <div data-bbox="1120 942 1347 1078"></div>	<div data-bbox="1742 1053 1942 1129">Interaction with data</div> <div data-bbox="1735 1322 1951 1455"></div>
<div data-bbox="94 1330 215 1450"></div> <div data-bbox="250 1491 613 1534">Goals & motivations</div> <div data-bbox="250 1550 697 1662">At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div data-bbox="865 1501 1051 1605">What's happening currently in my land</div> <div data-bbox="851 1317 1079 1455"></div>	<div data-bbox="1724 1496 1880 1567">What we can do in the land</div> <div data-bbox="1735 1322 1951 1455"></div> <div data-bbox="2038 1501 2169 1572">Think about next step</div> <div data-bbox="2004 1762 2201 1882"></div>
<div data-bbox="94 1789 208 1909"></div> <div data-bbox="250 1825 571 1868">Positive moments</div> <div data-bbox="250 1884 693 1996">What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div data-bbox="847 1773 1067 1906"></div> <div data-bbox="881 1898 1026 1933">productive</div> <div data-bbox="1111 1855 1294 1920">Their work will be easy</div>	<div data-bbox="1703 1757 1898 1876"></div> <div data-bbox="2004 1762 2201 1882"></div>
<div data-bbox="94 2118 208 2237"></div> <div data-bbox="250 2167 590 2210">Negative moments</div> <div data-bbox="250 2227 727 2338">What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div data-bbox="851 2110 1058 2237"></div> <div data-bbox="893 2248 1014 2281">something</div> <div data-bbox="1106 2110 1301 2229"></div>	<div data-bbox="1735 2172 1896 2284">Different ideas may cause confusion</div>
<div data-bbox="94 2460 208 2580"></div> <div data-bbox="250 2463 610 2506">Areas of opportunity</div> <div data-bbox="250 2523 661 2623">How might we make each step better? What ideas do we have? What have others suggested?</div>	<div data-bbox="847 2444 1063 2577"></div> <div data-bbox="858 2520 1088 2650">to open an app every 2-4 hours to know the information</div>	<div data-bbox="1703 2441 1924 2577"></div>





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?

<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
	<div><div></div></div>	<div><div></div></div>	
<div><div></div></div>	<div><div></div></div>		
<div><div></div></div>	<div><div></div></div>		
<div><div></div></div>			
<div><div></div></div>			
<div><div></div></div>			
<div><div></div></div>			