

Project Design Phase – II

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Project Name	Smart Farmer-IoT Enabled Smart Farming Application



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.

TIP
As you add steps to the experience, move each "Five Es" the left or right depending on the size you are documenting.

Customer experience journey map

Use this framework to better understand customer needs, **stops**, and obstacles by **defining a key scenario** or process from start to finish. When possible, use this map to document and summarize interviews and observations with **people** rather than relying on **hunches or assumptions**.

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Product School

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity
How might we make each step better? What ideas do we have?



Entice

How does someone initially become aware of this process?

SCENARIO
Browsing, booking, attending, and rating a local city tour

Visit the website or app
Check the Weather
Check the humidity
The user should navigate to our website or app
The app first check the Weather at particular location today
The app use hypermedia to measure the Humidity



Enter

What do people experience as they begin the process?

Login to the App
Check the Soil Moisture
View the Humidity of The soil
Switch On the Motor
The user should login to the app by using email or phone number
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Engage

In the core moments in the process, what happens?

Alert Message
Switch on/off the motor
User can get alert when certain soil humidity level reached
Using app user can switch on/off the motor From anywhere



Exit

What do people typically experience as the process finishes?

Ensure the yield of the crop
Submitting Feedback
After the growth of the crop we can ensure the yield of the crop
The User can write review and give ideas of the app



Extend

What happens after the experience is over?

Farming in the user profile
Personalized Work
In the customer profile they can see the data about the field
Farmer should not manage themselves in the field, they can not choose by using the application

Signup/Signin page for the users

Weather Forecast shows the weather for routine days

It show the Temperature and humidity of our field

Customer's website like email, Gmail
"Leave a feedback" modal window within the profile on the website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

Help me get the field temperature
Access from anywhere at anytime
Help me understand our Land Field and climate condition

Remotely we can access the motor switch

Help me feel confident about where to go and spent time in other work

Help me to see what could be doing next

Increased quality of production
It Saves Time and reduce labour cost

Modern Technology Has Made Water Supply Simple

People love to remote access control, we have a 96% satisfaction rating

In some rural areas the network connectivity was poor
Some people don't know how to use the smart device

Rural People express a bit of fear to use technology

provide a simpler information about smart farming

By these technology most literate peoples are ready to do farming