Customer Journey Map

Empathize with User

OCTOBER 8, 2022

- **Protecting** crops from animals and insects
- **Monitor** the soil moistures and humidity and Temperature
- Motor and Sprinkler can be controlled by **application**

GATHERED RESEARCH

Some **techniques** can be used in the WSN, DSS, Late blight, Sensors, etc.,

Intelligent based agriculture being using in somewhere now a days

using **Sensor** we can detect the animal and birds intrusion in the field. And using **cloud** we can save the data in the cloud storage. And using **solar panel** we can charge the motors and sprinklers

The **user** can easily monitor these all work -ing of motor & sprinkl- ers and able to monitor the farm through the application in the devic -es.

This application can help **every farmer** to monitor and protect and control the motors and sprinklers.

The cloud storage helps to store the data of the farm by weekly or monthly.

By this app farmer can understand **harvesting period**.

1. REVIEW GOAL

2.

3. TOUCHPOINTS

To reduce the manual work :
Channel - Application

To avoid the animal & bird intrusion :
Channel - sensor&waves

To monitor the soil moisture, humidity, etc..,
Channel - Sensor

4. EMPATHIZE

THINK & FEEL:

Monitor their plants frequently until the harvest time.100% of yield per hectare. Being relaxed about their soil

PAIN:

More investment but lead leads to failures. Tired of bugs

5. BRAINSTORMING

IDEAS:

Using **Sensor** -
to avoid animal & bird intrusion in the farm and to monitor the soil moisture, humidity.

Using **Application** -
to control motor & sprinklers and to monitor the farm to reduce the work.

6. AFFINITY DIAGRAM

7. SKETCHING

8. REFINE & DIGITIZE

Every data can be digitized to know whenever the user need some period of harvesting purpose, etc..,

9. SHARE & USE

USER (FARMER) MET THE GOAL THROUGH THIS PATH