



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.

TIP

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

SCENARIO

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

Entice

How does someone initially become aware of this process?

magazines

Online ads

To increase knowledge and awareness among farmers by awareness program

Gain the practical knowledge

On observing the field where IoT based smart crop production system is implemented.

Hears from experienced people whom already used IoT smart crop protection system

Help me to avoid Heavy work while protecting the crops

Help to increase The production of crops.

User friendly and crop protection helps maintain biodiversity on this process

Losses of adjacent and contamination of ground water.

Provide simpler information about smart farming

Enter

What do people experience as they begin the process?

Login to the app

Location specification

It should be in temperature and humidity

The whole system which are going to protect crops should be covered cause of rain water.

Login with valid information customer details

Customer must provide the correct location type

Type of the soil present in the location should be provided by the user.

User can specify the crop they want to cultivate.

Starts from information provided from demo

People doubt be hope it works

Welcomed by some program and facilitated by additional farmers

The primary goal is to customer understand about and get benefits by using the product

Learning about device

Secure application

Increase productivity

Delaying in receiving OTP

By these technology most iterate peoples are ready to do farming

Engage

In the core moments in the process, what happens?

Battery will be frequently reduced while continue true processing.

Prevention and positioning technologies.

They can send the message about the smart crop protection system if any change on the IoT device

The sensors senses the level of components, the device which the notification to the farmer

Easily report the current issue of the crops to the farmer

Analyze status of the crop

Website to monitor the crops level.

Information that can be shared with others.

To avoid the disruption.

Save from significant financial losses.

Protecting their overheads and fields.

Reduce water consumption.

Source of income in rural areas.

positive impact in environment

managing database

Failed to enter database.

This application can be used in terrace gardening.

Exit

What do people typically experience as the process finishes?

Awareness production and receiving system can reduce risk associated farmers

The user can contact if they have any issue while using the app

Feel easy to monitor the crop

The device may send the wrong information

Economic and Environmentally sound motivations

Affordable to farmers.

People love to remote access control

There will be hard learning processes and understanding

Confirming the exit option by user.

Extend

What happens after the experience is over?

They feel hygiene and healthy crop protection system

Communication technologies to increase the quality and quantity.

It reduces the cost of production

Sensor can be damaged when animal attacks

Well maintained form

Resources increases.

This step recommended positive feedback about the app helps people to work with the app.

If learning become a challenge to use we can't handle the app cause and should help people to access them

Customer will know about the tremendous growth in agriculture.

