

PROJECT DESIGN PHASE-2

Customer Journey

| | |
|---------|---|
| DATE | 8 OCTOBER 2022 |
| TEAM ID | PNT2022TMID42171 |
| PROJECT | IOT BASED SMART CROP PROTECTION FOR AGRICULTURE |

| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Registration Why would they trust us? | Onboarding and First Use How can they feel successful? | Sharing Why would they invite others? |
|--|---|--|--|--|
| Actions What does the customer do? What information do they look for? What is their context? | Detecting the protection of field land & major financial losses. | Uses of scarce resources within their production environment and manage these in an environmentally and economically | To connect the system with Sensor through the mobile application Increasing demand for food with minimum resources such water, fertilizers and seeds by the smart crop protection | To get conserving biodiversity and nutrients in the earth & consequently increasing the quality and lowering the food costs. |
| Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. | ACHIEVE: Prevent crop damage from diseases and pests AVOID: Excessive use of chemical fertilizers and pesticides, prolonged droughts and shortage of water | To have enough knowledge on handle the IoT based devices. | Farmers have to handle it regular checking & work according to the IoT based procedures. | If they have more profit to improve cultivation. |
| Touchpoint What part of the service do they interact with? | Mobile application and Devices are connected through IoT system. | Mobile application Devices connected by SENSORS | Buzzer sound Notification in mobile application Tape the sensor & connection report | Build farmer resilience to environmental shocks. Plant many crops minimum support prices for all crops |
| Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions |  |  |  |  |
| Backstage | | | | |
| Process ownership Who is in the lead on this? | Horticulturists. | Horticulturists. | Farmers | Horticulturists. |