

Customer Journey: Current State				
	Step 1	Step 2	Step 3	Step 4
What is the customer thinking or feeling?	analytics driving automation and response activities.	optimisation of all the processes related to agriculture	Increased production	easy to work finishing
What is the customer's action?	sensor controlling	monitor of all in mobile	search for absolve for designing	how to colansed in nature
What is the customer's touchpoint with the business?	how do we use	mobile communication	human to computer interaction	human and human interaction
What do we want to change about this step?	real time crop monitoring	crop production	soil testing	smart greenhouse
How and/or why will we make this change?	less manpower	moniter all in mobile	improve agriculture	growth for agricultural field