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Smart Farmer

**Smart Farmer Application Journey Map**

**SCENARIO**

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

# Entice

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

# Engage

In the core moments in the process, what happens?

Using the app user can check the soil

Moisture whether it is dry or not

**Check the Soil Moisture**

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

## Steps

What does the person (or group) typically experience?

**Visit the website or app**

The user should navigate to our website or app

The app first check

**Check the Weather**

**Viewthe Humidity of The soil**

the Weather of

particular location today

**The app use**

**hygrometer to**

**measure the Humidity**

**Login to the App**

The user should login to the app by

**Check the humidity**

using mail or phone number

App can intimate the Result

**Switch On the Motor**

**Alert Message**

**Switch on/off the motor**

**Ensure the yield of the crop**

**Submitting Feedback**

**Farming in the user profile**

**Personalized Work**

If the field is Dry We can able to Switch on the Motor

Using app user can switch on/off the motor From anywhere

User can get alert when certain soil humidity level

reached

The User can writes areviewandgives

ideas of the app

After the growth of the crop we can

Ensure the yield of the crop

Farmer should not engage themselves

fulltime in the field, they can feel relax by using

this application

In the customer profile they can see the data about the field.

Created in partnership with

## Interactions

What interactions do they have at each step along the way?

It show the Temperature and humidity of our field

Signup/SIgnin page for the users

Weather Forecast shows the weather for routine days

Completed experiences section of the profile on the website,iOSapp,or Androidapp

“Leave a feedback” modal window within the profileon the website, iOS app,or

Androidapp

Customer's email ( website like Gmail)

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

## Goals & motivations

Help me understand our Land Field and climate condition

Access from anywhere at anytime

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

Remotly we can access the motor switch

Help me get the field temperature

Help me to see what could be doing next

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

It Saves TIme and reduce labour cost

Increased quality of production

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

Modern Technology Has Made Water Supply Simple

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

Rural People express a bit of fear to use technology

Some people don't know how to use the smart device

## Negative moments

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

In some rural areas the network connectivity was poor

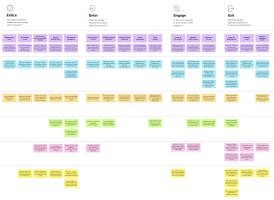
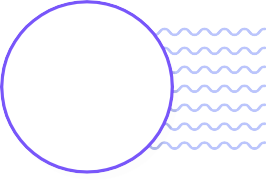
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## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

provide a simpler information about smart farming

By these technology most literate peoples are ready to do farming



**Template**

**Need some inspiration?**

See a finished version of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)