Date	08 October 2022 PNT2022TMID34458 SmartFarmer - IoT EnabledSmart Farming Application	
Team ID		
Project Name		
Maximum Marks	4 Marks	

CUSTOMER JOURNEY MAP



This is the journey of a

ourney 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 sustomer do? What nformation do they look for? What is their context?	To maximize yield , improve crop quality at lower cost and effectively utilize resources	Reliable product at affordable prices Simple and durability underly interface prices High durability of service	Step by step	Reduction in Referat network bonus/ establishmediscount of thanges
leeds and Pains What does the customer want o achieve or avoid? Ip: Reduce ambiguity, e.g. by sing the first person narrator.	TO ACHIEVE: AVOID: Reduction of Excessive Information of field fertilizers	In person Suitable trial communication installation period related lasues	Low Live Identify maintanence cost tutorial lissues	Sharing of Analysis of resources shared data
ouchpoint hat part of the service do ey interact with?	Mobile application	Website/ one-one interaction	Inceract with technical Mobile support team application.	Social media Customer interaction reviews
ustomer Feeling hat is the customer feeling? o: Use the emoji app to press more emotions	😕 😉 💙	②	· • • •	9 6 9
ckstage				
pportunities hat could we improve or troduce?	Create awareness and better management of resources	Providing installation guidelines , hosting interactive information website, sharing positive reviews	Setup help center and analyze feedback	Advancement in reference scheme , subscription model and promote & share costumer reviews

