you

Journey Steps Which step of the experience are describing?

Actions What does the customer do? What information do they look for? What is their context?

Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity,
e.g. by using the first person narrator.

Touchpoint What part of the service do they interact with?

Customer Feeling What is the customer feeling? Tip: Use the emoll app to express more emotions Backstage

Opportunities What could we improve or introduce?

Discovery
Registration

Why do they even start the journey?

Why would they trust us?

We are providing the solution which is secure and reduce their stress about the losses and can save their time too so they can trust us to see the success.

Once they start using the product they can avoid excess flow of water into the field,save the crop before getting dried.

They will be intimated about their field conditions regularly through message and mail so they will be stay updated instead of checking directly the field.

Farmers or even customers would always like to the one who suffers from the same problem and our solution includes one device performing multiple tasks and leads to achieve 99% of the profit they expected. So we believe customers would invite others to make use of this product.

For the longest time, farming and manual labor were synonymous. Thanks to IoT and smart farming, the dependency on manual labor has reduced significantly.

Farmer always worry about the losses ,they feel depressed when they are unable to get the expected profit. So our solution includes many features liike detecting the moisture level and then allow the limited water to flow into the field so that the crop will not be afffected from changing envirnoment.

By utilizing IoT solutions, smart farming is able to meet the growing demand for crops while providing the highest quality standards.

Smart terming is an conceptual ides about How to cultivste using Istest technology end gain

much Isrger yeilds than conventione farming.

Increase fhe agilof the process an boost productivity

The Internet of Things makes it possible to optimise the monitoring of farms, mainly through smart sensors capable of measuring everything from solar radiation to leaf moisture and stem diameter, or the temperature of each animal in the case of livestock, making it easier to make all sorts of management decisions.

Some farmers are sceptical about who benefits from smart farming technologies. And farmers would find it dificult to adapt to the technology too A lack of trust and transparency surrounding data ownership could also limit smart farming.

u stomers(i e. , farmers) to take care of their without wasting the time so,they would start this Journey.

Increase Security.

Onboarding and First Use

How can they feel successful?

Data-driven agriculture helps both grow more and better products. Using soil and crop sensors, aerial drone monitoring and farm mapping, farmers better understand detailed dependencies between the conditions and the quality of the crops. Using connected systems, they can recreate the best conditions and increase the nutritional value of the

p r‡uctE_

labor

Sharing

Why would they invite others?

Increase quality product and optimize human labour

IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money. As it is economic friendly it will inspire them to invite others.

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Smart farming helps farmers to better understand the important factors such as water,topography, Aspect,vegetation and soil types .this allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.

What can they finally avoid doing?

It is found that major obstacle for smart farming technology adoption in India is small and medium size land holdings followed by lack of education and lack of support system.

What changed in my environment?

Eco-friendly smart farming technology helps reduce agricultural pollution. Using less fertilizer and herbicides reduces leaching and greenhouse gas emissions. Sensor networks can enable near-constant agricultural monitoring with today's ICT.