Smart Farmer Customer Journey Map

Project Name: Smart Farmer - IoT enabled smart farming application.

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Scenario

Monitoring Crops, Soil Management, Crops Yield, Automation & User Friendly App, Huge Investment.

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Available Technology In Market Spraying Fertilizers via Irrigation System Calculating The Profit For Yielded Crops Updating to Current Technology Seeing Available Market Before Investing Customer Calculates is it possible to cover Acres of farming land Soil Nutrition Management for Better Yield of Crops Crops Yield Per Acre Customer Sees It is Easy To Manage All the activity's Automatically and by the app from Any Location Huge Investment in Buying Sensors, Equipment's .	Starting Investing Complete the components Purchase After Seeing available Technology in market Customer Invest In smart Farming Buying all necessary components for smart	Notifying the Farmers For Irrigating Crops in Set Of Interval Displaying the temperature Humidity and moisture of the crops Using Sensors All this things are done by remotely Using IoT	Using These Iot Technology Farmer Can Handle Multiple Crop Field irrigation Simultaneously	They will be intimated about their field conditions regularly through message and mail so they will be stay updated. Saves Lot Of Time
Interactions What interactions do they have at each step along the way? ▪ **People:** Who do they see or talk to? ▪ **Places:** Where are they? ▪ **Things:** What digital touch points or physical objects would they use?	Sensors and irrigation system in integrated to raspberry pi Farmers Interact with IOS and Android App	Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like email)	It measures the Temperature, Humidity Parameters	"Leave a feedback" model window within the profile on the website, iOS app,or Android app	Completed experiences section of the profile on the website, ios app,or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To save farmers time Irrigating multiple crop field simultaneously	Irrigating crop field remotely anywhere Help me get through this payment part without too much hassle	Monitoring crop parameters using sensors , setting up irrigation system and connecting to raspberry pi Connecting raspberry pi to IBM cloud where farmer can control irrigation using mobile phone	Help me see what I could be doing next	We are providing the solution which is secure and reduce their stress about the losses
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is more easy for a farmer to watch field crops sensor parameters through smart phone It also enables farmers to irrigate field through smart phone remotely	accurate result of sensor data anywhere controlled remote irrigation	Saving water and irrigating crops more accurately using irrigation system Notifying farmer for irrigation in smart phone	Saving farmers time Improved results in crop production High Scalability	Improving efficiency in crop production
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Failure in irrigation may cause damage in crops Cloud failure or internet connectivity problem may cause lack of irrigation	Lack of controlling irrigation remotely	Due to lack of connectivity farmers may suffer controlling irrigation Lack of irrigation leads to crop damage	Damage of crops Unhealthy crops	Poor efficiency of crop production
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	AI based automated irrigation system using sensors Disease detection using image processing	Farmers will get notification when to irrigate using sensor parameters Farmer will come to know what kind of disease the crop is suffering from	Automated crop irrigation Disease detection using image processing	More accurate irrigation Saving water Detecting health of crop earlier	Better yield production