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|  | PROJECT DESIGN PHASE - II |
|  | CUSTOMER JOURNEY MAP |
| TEAM ID | PNT2022TMID24187 |
| PROJECT NAME | Smart Farmer - IoT Enabled Smart Farming Monitoring Application |
| MAXIMUM MARKS | 4 MARKS |

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| SCENERIO    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? | | | | | 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? | USER  REGISTRATION | CLOUD ACCOUNT | | MIT APP ACCOUNT | TEMPERATURE | HUMIDITY | | MOSITURE | WATER LEVEL | TEMPERATURE | HUMIDITY | | MOSITURE | WATER LEVEL | PROFIT | ENHANCED  PRODUCTION | | REVIEW  &  RATING | DATA  STORAGE | SUGGESTIONS |
| Registration through Gmail | Creating an IBM cloud account Sign in and confirmation via  OTP/Mail | | Download  MIT App  Sign up/in  MIT APP Confirmation via  OTP/Mail | Data from temperature sensor | Data from humidity sensor | | Data from  soil  moisture sensor | Data from  water level indicator | Data from temperature sensor get updated continuously | Data from humidity sensor get updated continuously | | Data from soil moisture sensor get updated continuously | Data from water level indicator get updated continuously | They can see the increase in yield after using the app | Rate of increase in the production can visualized | |  | Data will be stored in cloud | Crops suggestion might be given |
| INTERACTIONS    What interactions do they have at each step along the way?     1. People: Who do they see or talk to? 2. Places: Where are they? 3. Things: What digital touchpoints are physical objects would they use? | Data section of the website, android, iOS | | Temperature | | Suggestions | | Notifications | | | Service | | Direct interactions | | | Water level indicator | | | | Water level indicator | |
| Humidity | | Soil moisture | | Primary information | | Contact | | |
| GOALS AND  MOTIVATIONS    At each step, what is a "person’s primary goal or motivation? (“Help me…” or “Help me avoid…”) | To get profit | | To improve productivity | | Help me feel confident about farming | | Help me make sure to increase yield | | | Timely service | | Help to get supplementary products | | | Help me with good report | | Help me to get adopt  with future product | | Help me see was to enhanced my new technology | |
| POSITIVE  MOVEMENTS    What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | IoT enabled smart agriculture is easy than the conventional  methods | | | | The higher production rate is a positive movement | | | | | The formers started to adapt to the modern technology | | | | | It made all the farmers to believe in IoT based smart agriculture | | | | The farmers started to learn the new age technologies | |
| NEGATIVE  MOVEMENTS    What steps does a typical person find frustrating, confusing, angering, costly, or time consuming? | Less awareness on new technology | | | | Repudiation about data | | | | |  | | | | | Fear to continue farming | | | |  | |
| AREAS OF  OPPOURTUNITY    How might we make each step better? What ideas do we have? What have others suggested? | Provide simple summary | | Make comparison  easier over crops | |  | | | | | How easily we can able to make the farmers learn and adapt to the new technology | | | | | It gives knowledge about the level of water from  distance | | | |  | |