



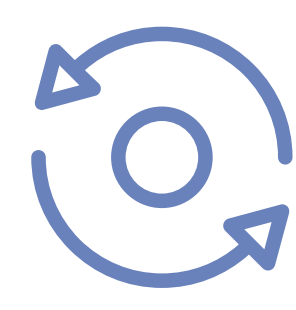
# **CUSTOMER JOURNEY MAP**

**SMARTFARMER – IoT ENABLED SMART FARMING  
APPLICATION**

**TEAM ID - PNT2022TMID28579**

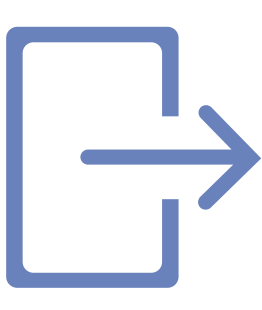
<div data-bbox="94 84 541 363"><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div data-bbox="858 76 955 173"></div> <div data-bbox="858 198 1001 249">Entice</div> <div data-bbox="858 271 1157 380">How does someone initially become aware of this process?</div>	<div data-bbox="1712 89 1793 171"></div> <div data-bbox="1712 198 1839 249">Enter</div> <div data-bbox="1712 271 1972 380">What do people experience as they begin the process?</div>
<div data-bbox="98 480 215 597"></div> <div data-bbox="252 478 355 521">Steps</div> <div data-bbox="252 535 686 605">What does the person (or group) typically experience?</div>	<div data-bbox="847 448 1053 570"><div>Opening App</div></div> <div data-bbox="1138 448 1345 570"><div>View details on sensor data</div></div> <div data-bbox="1407 448 1614 570"><div>Motor Control</div></div> <div data-bbox="847 619 1076 757"><div>Visually treat will be there and widgets in arranged position for better experiences</div></div> <div data-bbox="1122 619 1368 757"><div>Where data is represented in filling colour in a bar or numeric value for better understanding</div></div> <div data-bbox="1391 619 1627 757"><div>Providing switch sytle button to control the motor</div></div>	<div data-bbox="1754 480 1949 597"><div>Information about their land</div></div> <div data-bbox="2045 480 2240 597"><div>More about sensor data</div></div> <div data-bbox="1749 646 1967 776"><div>Get to know about their land</div></div> <div data-bbox="2045 646 2273 776"><div>When they click they get detailed info about it</div></div>
<div data-bbox="98 1034 215 1151"></div> <div data-bbox="252 1026 470 1070">Interactions</div> <div data-bbox="252 1091 700 1162">What interactions do they have at each step along the way?</div> <div data-bbox="252 1200 762 1387"><ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div data-bbox="851 1023 1079 1159"><div>Interaction with widgets for more info</div></div>	<div data-bbox="1735 1029 1951 1159"><div>Interaction with data</div></div>
<div data-bbox="94 1504 211 1621"></div> <div data-bbox="252 1496 617 1539">Goals &amp; motivations</div> <div data-bbox="252 1556 702 1664">At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>	<div data-bbox="847 1491 1067 1621"><div>What's happening currently in my land</div></div>	<div data-bbox="1705 1474 1898 1591"><div>What we can do in the land</div></div> <div data-bbox="2006 1480 2201 1597"><div>Think about next step</div></div>
<div data-bbox="94 1836 211 1952"></div> <div data-bbox="252 1830 578 1874">Positive moments</div> <div data-bbox="252 1890 695 1998">What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div data-bbox="849 1830 1058 1952"><div>Users become productive</div></div> <div data-bbox="1106 1830 1301 1944"><div>Their work will be easy</div></div>	
<div data-bbox="94 2180 211 2297"></div> <div data-bbox="252 2172 599 2216">Negative moments</div> <div data-bbox="252 2232 732 2341">What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div data-bbox="847 2167 1063 2295"><div>They may become frustated in seeing samething</div></div>	<div data-bbox="1705 2164 1926 2295"><div>Different ideas may cause confusion</div></div>
<div data-bbox="94 2471 211 2588"></div> <div data-bbox="252 2466 617 2509">Areas of opportunity</div> <div data-bbox="252 2525 663 2626">How might we make each step better? What ideas do we have? What have others suggested?</div>	<div data-bbox="847 2509 1102 2661"><div>By sending alerts to open our app for every 2-4 hours to know the information</div></div>	





## 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?

Complete information

Provides remote access

Feeling Satisfied

Send alerts

Complete information about their land and weather helps to plan efficiently

Ability to control the motor

Because they finished their work in a easy way

Like remainder to turn off the motor

Interaction with switch to control the motor

Interaction with exit button

To water plants correctly

To turn ON & OFF

They feel good because they doing there work correctly

They find their work is enjoyable and easy

Manually need to turn off the motor in app

We can use timer for better experience