

Project Design Phase –II Customer Journey

Date:	21 October 2022
Team ID:	PNT2022TMID40841
Project Name:	IOT BASED CROP PROTECTION SYSTEM FOR AGRICULTURE

Journey Step	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?
Action	<div> <div>Detecting the protection of field</div> </div>	<div> <div>Uses of scarce resources within the production environment and manage environmentally</div> </div>	<div> <div>To connect the system with sensor with mobile application</div> <div>Increasing demand for food with minimum resources like water, fertilizers</div> </div>	<div> <div>To get conserving bio diversity and nutrients in the earth and increasing the quality and lowering the food cost</div> </div>
Needs and pains	<div> <div>Prevent Crop damage from diseases and pests</div> <div>Excessive use of chemicals fertilizers and pesticides</div> </div>	<div> <div>Enough Knowledge to handle iot devices</div> </div>	<div> <div>Work according to the iot based procedures</div> <div>Farmers have to handle regular checking</div> </div>	<div> <div>If they have more profit to improve cultivation</div> </div>
Touchpoint	<div> <div>Mobile Application and device connected through iot system</div> </div>	<div> <div>Mobile application</div> <div>Devices connected by sensors</div> </div>	<div> <div>Buzzer sound</div> <div>Notification in mobile application</div> <div>Take the sensor</div> <div>Connection report</div> </div>	<div> <div>Build farmers resilience to environment at shock</div> <div>Plant many crops</div> <div>Minimum support prices for all crops</div> </div>
Customer Feeling	<div> <div>😊</div> </div>	<div> <div>😊</div> </div>	<div> <div>😟</div> </div>	<div> <div>🌟</div> </div>
Back stage				
Process ownership	<div> <div>Horticulturist s</div> </div>	<div> <div>Horticulturist s</div> </div>	<div> <div>Farmers</div> </div>	<div> <div>Customers</div> </div>

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