# **Customer Journey**





JOURNEY STEPS
Farmers experience on crop loss





**ACTIONS**Farmers are looking for crop protection





**NEEDS & PAINS**Farmers are in need of increased yield.





**TOUCH POINT**Farmers interact with smart farming techniques

# **DISCOVERY**

Why do they even start the journey?

#### **ACHIEVE:**

The land of farmers are being protected from aimals and birds

## **REGISTRATION**

Why would they trust us?

#### **DEVICE:**

To have enough knowledge on handling IoT based devices

## **ONBOARDING**

How can they feel successful?

#### **MONITORING:**

The data shared all the time is more accurate and effectively monitored

## **SHARING**

Why would they invite others?

## **USER FRIENDLY:**

Since the devices used are compact,it can be used easily even by the remote farmers

# **AVOID:**

Use of coventional methods like Electrical fencing and usage of crackers.

#### **SENSORS:**

PIR sensor to detect animal's intrusion and Smoke sensor to detect fir

#### **YIELD:**

Through this Smart farming technique productivity is increased exponentially

#### **REAL TIME ALERT:**

GSM module is the key feature of this project which gives alert all over the time effectively