

Project Design Phase-II

Customer Journey Map

Team ID	PNT2022TMID07443
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	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?
Actions What does the customer do? What information do they look for? What is their context?	Customer(s) i.e., farmer(s) want to take care of their field without wasting the time so they would start this journey.	We are providing the solution which is secure and reduce their stress about the losses and can save their time too so they can trust us to see the success.	Once they start using the product they can avoid excess flow of water into the field, save the crop before getting dried. They will be motivated about their field conditions regularly through message and mail so they will be stay updated instead of checking directly the field.	Farmer or even customer would always like to the one who suffers from the same problem and our solution includes one device performing multiple tasks and leads to achieve 99% of the profit they expected. So we believe customer would invite others to make use of this product.
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Smart farming is an conceptual idea about how to cultivate using latest technology and gain much larger yields than conventional farming.	For the longest time, farming and manual labor were synonymous. Thanks to IoT and smart farming, the dependency on manual labor has reduced significantly.	Farmer always worry about the losses, they feel depressed when they are unable to get the expected profit. So our solution includes many features like detecting the moisture level and then allow the limited water to flow into the field so that the crop will not be affected from changing environment.	By utilizing IoT solutions, smart farming is able to meet the growing demand for crops while providing the highest quality standards.
Touchpoint What part of the service do they interact with?	The internet or things makes it possible to describe the monitoring of farms, moving through smart sensors capable of measuring everything (humidity, radiation, soil moisture and their density, or the temperature of each animal in the case of farmers) making it easier to make all sorts of management decisions.	Some farmers are sceptical about who benefits from smart farming's technologies. And farmers would find it difficult to adapt to the technology too. A lack of trust and transparency surrounding data ownership could also limit smart farming.	Data-driven agriculture helps both grow more and better products. Using soil and crop sensors, aerial drone monitoring and farm mapping, farmers better understand detailed dependencies between the conditions and the quality of the crops. Using connected systems, they can recreate the best conditions and increase the nutritional value of the products.	IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money. As it is economic, friendly it will inspire them to invite others.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😊	😊	😊
Backstage				
Opportunities What could we improve or introduce?	Increase Security.	Increase the technology awareness among the process.	Increase the agility of the process and boost productivity	Increase quality product and optimize human labour

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Smart farming helps farmers to better understand the important factors such as water, electricity, temperature and soil types. This allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.

What can they finally avoid doing?

It is found that major obstacle for smart farming technology adoption in India is small and medium size land holdings followed by lack of education and lack of support system.

What changed in my environment?

Eco-friendly smart farming technology helps reduce agricultural pollution. Using less fertilizer and herbicides reduces leaching and greenhouse gas emissions. Sensor networks can enable near-constant agricultural monitoring with today's IoT.