

Smart Farmer Application Journey Map

Created in partnership with

Product School

Share template feedba

Smart Farmer

SCENARIO 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?	the user should access our website or mobile application Check the Weather Check the humidity The software first checks the current weather in a certain location. To measure humidity, the app uses a hygrometer.	Login to the App Check the Soil Moisture View the Humidity of the soil Switch on the Motor The user should use their email address or phone number to log into the app. The user can check the soil's moisture using the app to see if it's dry or not. App can notify the outcome motor.	Alert Message Switch on/off the motor When a specific soil humidity level is reached, the user can receive an alert. Switch on/off the motor Using the app, a user can turn the motor on and off from anywhere.	Ensure the yield of the crop After the crop has grown, we can guarantee the crop's yield. Submitting Feedback The user can review the app and provide feedback.	Farming in the user profile Personalized Work Farmers shouldn't work in the fields full-time; instead, they can unwind by using this programme.
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Signup/Signin page for the users	The forecast displays the weather for typical days	It shows the Temperature and humidity of our field.	Customer's email (website like Gmail) The profleon website, iOS app, or Android app contains a "Leave a feedback" modal window	Portion of the profle on the website, iOS app, or Android app that has completed experiences.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Aid me in obtaining the field temperature Access at any time and from anyplace please explain our weather and land conditions to me.	Remotly we can access the motor swtich.	Help me feel confident about where to go and spent time in other work.	Please guide me toward my possible next steps.	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	improved production quality Time is saved, and labour costs are decreased.	Water supply is now simple thanks to modern technology.		People adore remote access control, and our satisfaction rate is 96%.	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Here were some remote places with limited network coverage. Certain people are unable to use the smart device.	Rural residents indicate some reluctance to adopt technology.			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide clearer details on intelligent farming.	By these technology most literate peoples are ready to do farming.			