FAIRPLANE

# Guided city tours

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| Date | 03 October 2022 |
| Team ID | PNT2022TMID12127 |
| Project Name | Smart Farming-IOT Enabled smart farming application |
| Maximum Marks | 4 Marks |

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

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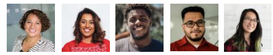

SCENARIO

**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?

- **Remote Monitoring** — Farmers can make real time decisions from anywhere in the world
- **Reduced Environmental footprint** — All conservation efforts ie, Land &water Usage
- Real Time Data & production Insights — **Real time insights into farm operations allow farmers to make more informed decisions**
- Increased production Quality — Data analysis helps farmers adjust their processes to increase production quality
- Water Conservation — Soil and weather related sensors optimize water usage
- Registration — As a user I can register for application by entering mail & password
- Login — As a user I can login into the application by entering mail & password
- Dashboard — As user I can able to learn how to access the application
- **Monitoring of climatic conditions** — As a user I can use gadgets which are weather stations,combining various smart farming sensors
- Predictive farming — Data enables the farmers to estimate optimal amount of water,fertilizers,pesticides etc
- Predictive analytics — It helps make farming which is inherently dependent on weather conditions,more manageable &predictable
- **To monitor the crops** — This would help to monitor the crops from everywhere
- **To increase the quality and quantity** — **To increase the quality and quantity of products while optimizing the human labour required**
- **Writing & submitting review** — The participant writes a review and gives the star-rating out of 5.
- Uses computer and internet — Excited to use new systems & inventions
- **Personalized recommendations** — Participation in the farming informs our backend recommendation systems, which the customer may experience via better personalization

### 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?

- Reducing Overall prices
- **Increasing Consumer concern**
- **Increasing the quality, quantity ,sustainability and cose effectiveness of** agriculture
- Soil and temperature sensors ,& crop monitoring systems Etc.
- Monitoring crops ,surveying and providing data to the farmers for rational farm management to save both time & money
- Precise farming systems can improve the quality & yields of foods produced
- Adaption Strategies
- A creative environment
- Difficult to implement in villages and make people understand
- Protection of environment
- Precise farming systems can improve the quality & yields of foods produced
- Direct interactions with the guide, and potentially other group members
- Customer's email (software like Outlook or website like Gmail)
- "Leave a review" modal window within the profile on the website, iOS app, or Android app
- They will learn to operate the new things
- The people may say that that is difficult to maintain &understand
- Makes decision based on smart devices

### Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Helps to increase the agricultural productivity & incomes
- Helps to monitor climate conditions
- **Helps to understand water, topography, vegetation & soil types**
- Help me to improve productivity of staff & Reduced human labour
- Help me understand what this smart farming is all about
- Helps to improve productivity and irrigation facilities of crop fields and generate better
- Helps to control the wastage of water
- Available anytime for computation
- Supporting huge numbers of devices to communicate
- Help me feel confident about what to do next
- Help me feel good about my decision
- Help me lean the new devices and their operations
- Help me spread the word about a smart farming or provide watch-outs and feedback for one that wasnot so good
- Help me see what I've done before
- Help me see what I could be doing next

### Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- **Improved product quality**
- **Reduced wastage and cost management**
- the facility to get the real time data for useful insights
- Excelled Efficiency
- Optimizing the Use of resources
- Improving the productivity Quality
- Excited to use new systems
- To increase the quality and quantity of products
- Adaption Strategies
- A creative environment

### Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- There will be a need of internet facility any time any time
- Languages and Smart phones will be Mandatory
- People express a bit of fear for operating
- Requires an unlimited or continuous internet connection
- Smart Phones will be mandatory
- there will be need of internet facility at any time
- it may cause radiation
- Village people may not know to use mobile phones
- High cost
- Difficult to implement in villages and make people understand
- People describe leaving a review as an arduous process

### Areas of opportunity
How might we make each step better? What ideas do we have?

- What have others suggested?
- To increase quality Amd quantity of Products while optimizing the Labour required
- Information and Communication Technology
- Soil quality monitoring
- Managing data volumes
- Provide a simpler summary to avoid information overload
- Managing data volumes
- Soil quality should
- esicion Farming
- Monitoring soil parameters
- Remote soil monitoring

Managing farms using modern information and communication Technologies

Should be updated

Predict the climate Changes