PROJECT DESIGN PHASE- II
CUSTOMER JOURNEY

TEAM ID	PNT2022TMID44357
PROJECT DOMAIN	Internet of Things
PROJECT NAME	IoT Based Smart Crop Protection System for Agriculture
MAXIMUM MARKS	4 Marks

CUSTOMER JOURNEY MAP:

| Journey Steps
Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions
What does the customer do? What information do they look for? What is their context?	Watering the crops using data from the sensors and protecting crop from species	Installation of software / Sign up / guidelines for using the software	Intuitive and easy navigation / Simplicity / Satisfactory GUI / Gives valuable information	Via ads and social media / Real time information
Needs and Pains
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | Unlimited or continuous internet / High cost of IOT devices | Essy understand of front end / Have a Ad blocker / Automatic saving of data | Improved livestock farming / Increased un-employment / Reduces waste / Possibility of network attack | Sharing settings / Not responding foe customer contact |
| **Touchpoint**
What part of the service do they interact with? | Extraction of knowledge from generated data | Monitor resource management / Makes the impossible possible / Real world to virtual world | Help center access / Predictive analysis / Makes easier and pleasant / Higher scalability | Collective network of connected devices / Integration of various technologies |
| **Customer Feeling**
What is the customer feeling?
*Tip: Use the **emoji app** to express more emotions* | 🤩 | 🫤 | 😇 | 🥹 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. | Increase/decrease a leading metric by improving X or introducing Y. |