Date	21 October 2022
Team ID	PNT2022TMID31166
Project Name	Smart Farmer - IoT Enabled Smart Farming Application

Customer journey Map:

	Awareness	Consideration	Acquisition	Service
Customer Goals	To advertise the ease of farming through the optimal usage of resources.	To improvise the productivity scales and to increase the crop yield.	Increase in crop yield and saving irrigational resources by its optimal usage.	Periodic internet connectivity with separate low band spectrum wifi allocation.
Customer Actions	Need to get known about the usage of the device and its interface with applications.	Usability and its scale of architecture.	Clear stand point over the technology employed.	Periodic verification of the sensor nodes deployed.
Customer Thoughts/ Emotions	Work space with technological domain of IOT and wireless sensor nodes.	Proper usage of devices deployed.	Knowledge over the domain of IOT and user handling norms.	Manualing the user domain specific requisites.
Considerable Drawbacks	Lifetime of consideration of every employable devices.	Improvisation of the device lifetime over it's performance metrices.	Usage of high-end device module with various scale up operation.	Periodic replishment of the devices of low performing standards and internet verify-ability.
Opportunities to Improve	Device scale up, in accordance to technological advancements.	Operating range of devices.	User update in application interface.	Periodic fixing of bugs for the competing business outstand.