Project Design Phase-II CUSTOMER JOURNEY MAP

Date	12 October 2022	
Team ID	PNT2022TMID3027	
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?	Alerting system before irrigation	Automated solt brigation in hemistry can be control of and nicre control of farmer watering from remote from remote	Sensors Details of Anti-permission detects the deserver sensor the sensors parameters are sent to assume a sensor of the field fermen are sent to assume the sensor of the field fermen are sent to assume the sensor of the field fermen are sensors as a sensor of the field fermen are sensor of the field fermion are sensor of the field fermen are sensor of the field ferme are sensor of the field fermen are sen	Time speet monitored from cashe cashe reduced and anytime
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Autenation reduction for fac of termes ever control projection irrigation	This can see the crops to the crops change claimst proportion or changes changes and sold sold sold sold sold sold sold sol	Timed Perfect Remote irrigation fertilization Monitoring	Convenient This is cost to irrigate efficient
Touchpoint What part of the service do they interact with?	Farmer geth notified when humidity	This system is The sensors more efficient will modifie the sensors of the sensors	Hemility and minerals can be detected	Nestlind until the response from the farmer
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	8	2	©	59
Backstage				
Opportunities What could we improve or introduce?	Wastage of water is decreased	crop yielding is increased	decreasing rate of crop withering.	increased aeration in the field .
Process ownership Who is in the lead on this?	Farmer	Farmer	Farmer	Farmer