Project Design Phase-II CUSTOMER JOURNEY MAP

Date	12 October 2022	
Team ID	7NT2022TMID3027	
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 soils brigation brigation in humoidly can be control of and nicro consolid farmer nicroses.	Sensor Ostalis of Malayermone detects the the sensors to be been a parameters of the field former regions given the field former regions given	Time speet resistance for irrigation entering at a can be executed can be expulsed and anytime
Needs and Pains What does the customer want o achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrotor,	Automation reduction for fear of in termery over control irrigation	This constant the Prediction of the row the row constant the row the register that t	Timed Perfect Sensors impaction femilization Monitoring	Convenient This is cost to irrigate efficient
Touchpoint What part of the service do they interact with?	Farmer gets notified when humidity	This system is The sensors none efficient will mostler than estimaty in all system parameters	Hemility and minerals can be detected	Netfind until the response from the farmer
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	©	2	©	56
lackstage				
Opportunities What could we improve or ntroduce?	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