PHASES	MOTIVATION	INFORMATION GATHERING	ANALYSIS VARIOUS PRODUCT	CHOOSE THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	Reducing top soil erosion and soil health management	Visual symptoms of nutrient deficiency, Plant tissue analysis and soil testing.	Methods for comparing soil organic content.	IOT based sensor system more effective	Makes the payment for these product
TOUCH POINTS	The customers feel excited	After installation People no need to worry about soil quality	User amuse by various product which are available	After getting this no need to worry about soil quality	After find the product worthy people will buy it
CUSTOMER FEELING					
CUSTOMER THOUGHTS	Customer thinks it will helpful for better status of soil quality	It will leads for long time	Customer things alter solution will available	The product choosing will be easy and comfortable for them	They think the product will be user friendly
			TAT-11		

OPPORTUNITIES

The people get best quality of soil

Customer know about the process of the system Will aware about other products in market

People will get knowledge about the product

People utilize the product