Customer					
lourney	Entice	Enter	Engage	Exit	Extend
Steps Unpredictably changing Temperature, Humidity, Soil in the fields.	Monitor the field  Motor Monitor  Doesn't know the current status of the field  Need to on the motor in person	Real time Monitoring  Farmer/User can monitor the current status of the field	IoT applications in connected agriculture employ a multitude of sensors for gathering real time data.	Get the current sensors data	Prediction of status of land
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?  Places: Where are they?  Things: What digital touchpoints or physical objects would they use?	[Places] Farming Lands  [Things] Motor	The integration of the corresponding sensors and tying the sensor data to the cloud driving automation and response activities.	Make the Connection between IBM Watson Cloud , MIT app Inventor		Accessing from anywhere
Goals & motivations  Monitoring the field from anywhere	Monitoring Temperature, Humidity, Soil Moisture  Moisture  Switch on/off the motor	Monitor the field's temperature and soil moisture and current status of the yield	Fix the Temperature and Humidity Sensor, L298n Motor with the Node MCU.After fix these components Kit is ready to send and receive the data	Know the current and continuous status of the farming land	Prediction of status of land
Positive moments  Harvest Forecast	loT in farming is designed to help farmers monitor vital information like humidity, temperature and soil moisture using remote sensors  It helps to improve yields, plan more efficient irrigation and make harvest forecasts and reduce water wastage	Effective Harvest	Not Applicable	Effective Harvest	Effective Harvest
Negative moments Cost	A farmer needs to have access to crop data reliably at anytime from any location, so connection issues would cause an advanced monitoring system to be useless  High Cost equipment needed to implement loT in agriculture is expensive	High Cost	Not Applicable	Cost	Cost
Areas of opportunity Opportunities	Remote management Real Time Crop Monitoring	Remote Monitoring	Not Applicable	Remote Access	Predict the Future