PROJECT DESIGN PHASE - II	
CUSTOMER JOURNEY MAP	
TEAM ID	PNT2022TMID07016
PROJECT NAME	Smart Farmer - IoT Enabled Smart Farming Monitoring Application
MAXIMUM MARKS	4 MARKS

SCENERIO	ENTICE			ENTER				ENGAGE				EXIT			EXTEND	
Browsing, Booking, Attending and Rating a local city tour	How does someone initially become aware of this process?			What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
STEPS What does the person (or group) typically experience?	USER REGISTRATION	CLOUD ACCOUNT	MIT APP ACCOUNT	TEMPERATURE	HUMIDITY	MOSITURE	WATER LEVEL	TEMPERATURE	HUMIDITY	MOSTURE	WATER LEVEL	PROFIT	ENHANCED PRODUCTION	REVIEW & RATING	DATA STORAGE	SUGGESTIONS
	Registration through Gmail	Creating an IBM cloud account Sign in and confirmation via OTP/Mail	Download MIT App Sign up/in MIT APP Confirmation via OTP/Mail	Data from temperature sensor	Data from humidity sensor	Data from soil moisture sensor	Data from water level indicator	Data from temperature sensor get updated continuously	Data from humidity sensor get updated continuously	Data from soil moisture sensor get updated continuously	Data from water level indicator get updated continuously	They can see the increase in yield after using the app	Rate of increase in the production can visualized		Data will be stored in cloud	Crops suggestion might be given
INTERACTIONS What interactions do they have at each step along the way? 1. People: Who do they see or talk to? 2. Places: Where are they? 3. Things: What digital touchpoints are physical objects would they use?	Data section of the website, android, iOS		Temperature	Suggestions		Notifications		Service		Direct interactions		Water level indicator			Water level indicator	
	Humidity		Soil moisture	Primary information		Contact										
GOALS AND MOTIVATIONS At each step, what is a "person's primary goal or motivation? ("Help me…" or "Help me avoid…")	To get profit		To improve productivity	Help me feel confident about farming		Help me make sure to increase yield		Timely service		Help to get supplementary products		Help me with good report		Help me to get adopt with future product	Help me see was to enhanced my new technology	
POSITIVE MOVEMENTS What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	IoT enabled smart agriculture is easy than the conventional methods			The higher production rate is a positive movement				The formers started to adapt to the modern technology				It made all the farmers to believe in IoT based smart agriculture			The farmers started to learn the new age technologies	
NEGATIVE MOVEMENTS What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	Less awareness on new technology			Repudiation about data								Fear to continue farming				
AREAS OF OPPOURTUNITY How might we make each step better? What ideas do we have? What have others suggested?	Provide simple summary	Make comparison easier over crops						How easily we can able to make the farmers learn and adapt to the new technology				It gives knowledge about the level of water from distance				