✴



**Template**



Smart Farmer

**Smart Farmer Application Journey Map**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |
| **Steps**  What does the person (or group) typically experience? | **Visit the website or app Check the Weather Check the humidity**  The user should The app first check **The app use** navigate to our the Weather of **hygrometer to** website or app particular location **measure the**  today **Humidity** | **Viewthe Switch**  **Login to the App Check the Soil Humidity of On the**  **Moisture The soil Motor**  The user should Using the app user  login to the app by can check the soil App can intimate the If the field is Dry We using mail or phone Moisture whether it Result can able to Switch  number is dry or not on the Motor | **Alert Message Switch on/off the motor**  User can get alert Using app user can  when certain soil switch on/off the motor  humidity level From anywhere  reached | **Ensure the yield of Submitting**  **the crop Feedback**  After the growth of The User can writes  the crop we can areviewandgives  Ensure the yield of ideas of the app  the crop | **Farming in the user Personalized Work profile**  In the customer Farmer should not  profile they can see engage themselves  the data about the fulltime in the field, they  can feel relax by using  field. this application |
| **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? | Signup/SIgnin page for the users | Weather Forecast shows the weather for routine days | It show the Temperature and humidity of our field | “Leave a feedback”  Customer's email modal window within  ( website like Gmail) the profileon the website, iOS app,or  Androidapp | Completed experiences section of the profile on the website,iOSapp,or Androidapp |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me get the field Access from Help me understand  temperature anywhere at anytime our Land Field and  climate condition | Remotly we can access the motor switch | Help me feel confident about where to go and spent time in other work | Help me to see what could be doing next |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Increased quality of It Saves TIme and  production reduce labour cost | Modern Technology Has Made Water Supply Simple |  | People love to remote access control, we have a 96% satisfaction rating |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | In some rural areas  the network Some people don't  connectivity was know how to use the  poor smart device | Rural People express a bit of fear to use technology |  |  |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | provide a simpler information about smart farming | By these technology most literate peoples are ready to do farming |  |  |  |



Created in partnership with

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)



**Need some inspiration?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  |

See a finished version of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)