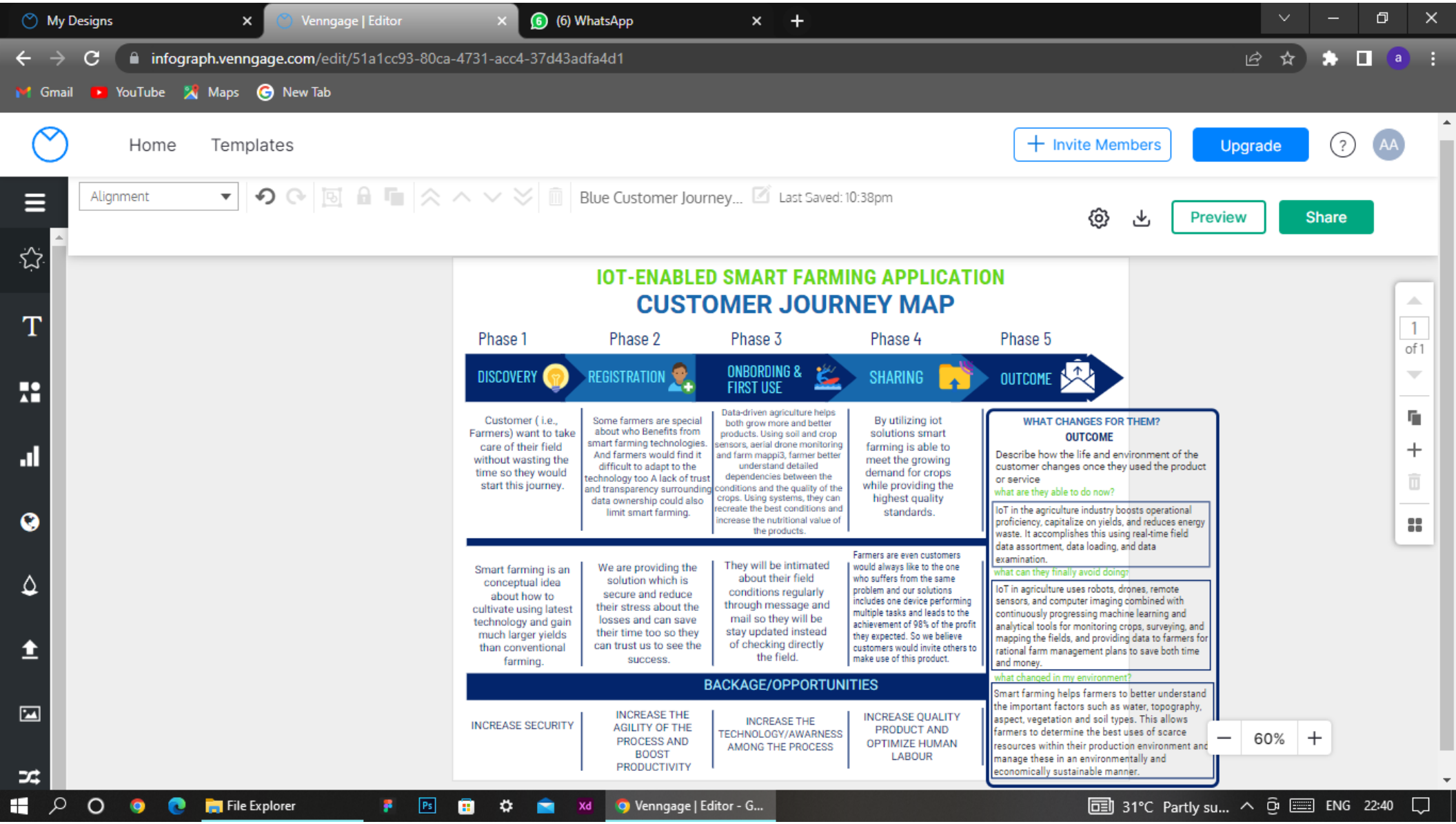
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IOT-ENABLED SMART FARMING APPLICATION
CUSTOMER JOURNEY MAP
Phase 1
Phase 2
Phase 3
Phase 4
Phase 5
DISCOVERY
REGISTRATION
ONBORDING & FIRST USE
SHARING
OUTCOME
Customer (i.e., Farmers) want to take care of their field without wasting the time so they would start this journey.
Some farmers are special about who Benefits from smart farming technologies. And farmers would find it difficult to adapt to the technology too A lack of trust and transparency surrounding data ownership could also limit smart farming.
Data-driven agriculture helps both grow more and better products. Using soil and crop sensors, aerial drone monitoring and farm mappi3, farmer better understand detailed dependencies between the conditions and the quality of the crops. Using systems, they can recreate the best conditions and increase the nutritional value of the products.
By utilizing iot solutions smart farming is able to meet the growing demand for crops while providing the highest quality standards.
Smart farming is an conceptual idea about how to cultivate using latest technology and gain much larger yields than conventional farming.
We are providing the solution which is secure and reduce their stress about the losses and can save their time too so they can trust us to see the success.
They will be intimated about their field conditions regularly through message and mail so they will be stay updated instead of checking directly the field.
Farmers are even customers would always like to the one who suffers from the same problem and our solutions includes one device performing multiple tasks and leads to the achievement of 98% of the profit they expected. So we believe customers would invite others to make use of this product.
BACKAGE/OPPORTUNITIES
INCREASE SECURITY
INCREASE THE AGILITY OF THE PROCESS AND BOOST PRODUCTIVITY
INCREASE THE TECHNOLOGY/AWARNESS AMONG THE PROCESS
INCREASE QUALITY PRODUCT AND OPTIMIZE HUMAN LABOUR
WHAT CHANGES FOR THEM?
OUTCOME
Describe how the life and environment of the customer changes once they used the product or service
what are they able to do now?
IoT in the agriculture industry boosts operational proficiency, capitalize on yields, and reduces energy waste. It accomplishes this using real-time field data assortment, data loading, and data examination.
what can they finally avoid doing?
IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money.
what changed in my environment?
Smart farming helps farmers to better understand the important factors such as water, topography, aspect, vegetation and soil types. This allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.
1 of 1
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IOT-ENABLED SMART FARMING APPLICATION

CUSTOMER JOURNEY MAP

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
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