

Project Design Phase-II

Customer Journey Map

Date	19 September 2022
Team ID	PNT2022TMID35659
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

Customer Journey Map:

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Tip

As you add steps to the experience, think each step. Think for the left or right depending on the scenario, previous documentation.

Smart Farming	Entice	Enter	Engage	Exit	Extend	
Steps What does the person (or group) typically experience?	<div>Open the app</div> <div>Check the weather status</div> <div>Check the location status</div> <div>Check the soil status</div>	<div>Login to the app</div> <div>Check the soil status</div> <div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div> <div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div> <div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div> <div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div> <div>Check the weather status</div> <div>Check the location status</div>
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?	<div>Step 1: Open the app</div>	<div>Step 2: Login to the app</div>	<div>Step 3: Check the soil status</div>	<div>Step 4: Check the weather status</div>	<div>Step 5: Check the location status</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to check the weather status</div> <div>Help me to check the location status</div> <div>Help me to check the soil status</div>	<div>Help me to check the soil status</div> <div>Help me to check the weather status</div> <div>Help me to check the location status</div>	<div>Help me to check the soil status</div> <div>Help me to check the weather status</div> <div>Help me to check the location status</div>	<div>Help me to check the soil status</div> <div>Help me to check the weather status</div> <div>Help me to check the location status</div>	<div>Help me to check the soil status</div> <div>Help me to check the weather status</div> <div>Help me to check the location status</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div>		<div>Check the soil status</div>		
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	<div>Check the weather status</div> <div>Check the location status</div>	<div>Check the soil status</div>		<div>Check the soil status</div>		
Areas of opportunity How might we make each step better? What steps do we have? What have others suggested?	<div>Check the weather status</div>	<div>Check the soil status</div>		<div>Check the soil status</div>		