



### 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.

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Project Title: Customer Journey

**TIP**  
As you add steps to the experience, move each of these "Five Es" to the left or right depending on the

## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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

Project Name: IoT based smart crop protection system for agriculture

| SCENARIO  | Entice  | Enter  | Engage  | Exit  | Extend  |
|---|---|--|---|---|---|
| Browsing, booking, attending, and rating a  | <b>Entice</b><br>How does someone initially become aware of this process?   | <b>Enter</b><br>What do people experience as they begin the process?   | <b>Engage</b><br>In the core moments in the process, what happens?  | <b>Exit</b><br>What do people typically experience as the process finishes?   | <b>Extend</b><br>What happens after the experience is over?   |
| <b>Steps</b><br>What does the person (or group) typically experience?   | <ul style="list-style-type: none"> <li>By online advertisement</li> <li>Hear from the expert</li> <li>A chance to know more about</li> <li>Got the better awareness about</li> </ul>  | <ul style="list-style-type: none"> <li>Login to the app</li> <li>Specify the location</li> <li>Login with user name and</li> <li>Customer must provide the correct</li> </ul>  | <ul style="list-style-type: none"> <li>The sensors sense the level of stages involved in the process</li> <li>If any damages occurs in the system it will send a notification or alert to the</li> <li>The positioning of the system were be provided and arranged for the process</li> </ul> | <ul style="list-style-type: none"> <li>Awareness, prediction and warning may reduce the losses in the process</li> <li>The user may connect with the app to solve the issues</li> </ul> | <ul style="list-style-type: none"> <li>The crop protection system is more hygienic than the other sources</li> <li>The communication system used in the IoT increases the quality and quantity</li> </ul> |
| <b>Interactions</b><br>What interactions do they have at each step along the way?   | <ul style="list-style-type: none"> <li>By contacting the persons experts in doing the IoT based smart crop protection system</li> <li>By observing the field which uses the smart crop protection system</li> <li>Increase the knowledge about the digital sensors and the system used for the crop protection</li> </ul> | <ul style="list-style-type: none"> <li>Works based on the information provided from demo</li> <li>More doubts were arised about the working capability</li> <li>The traditional farmers were not highly pretended on this process</li> </ul> | <ul style="list-style-type: none"> <li>Save from the significant loss in finance</li> <li>Protecting the field from danger</li> </ul>   | <ul style="list-style-type: none"> <li>Easy to monitor the crops from anywhere at any time</li> </ul>   | <ul style="list-style-type: none"> <li>The sensors used are easily connected to sense the information</li> </ul>  |
| <b>Goals &amp; motivations</b><br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <ul style="list-style-type: none"> <li>Helps me to increase the</li> <li>Helps me to avoid the crop attacks in any time</li> </ul>  | <ul style="list-style-type: none"> <li>Helps the customer to know about the modern</li> <li>Helps to avoid using over pesticides in</li> </ul>   | <ul style="list-style-type: none"> <li>Helps to avoid the usage of data</li> </ul>  | <ul style="list-style-type: none"> <li>Helps to produce more crops in...</li> </ul>   | <ul style="list-style-type: none"> <li>Helps to avoid the cost of production</li> </ul>   |
| <b>Positive moments</b><br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?   | <ul style="list-style-type: none"> <li>Exciting and more interesting while working on the process</li> </ul>  | <ul style="list-style-type: none"> <li>Increases productivity</li> <li>User friendly</li> </ul>  | <ul style="list-style-type: none"> <li>More motivating to do the group activity in</li> </ul>   | <ul style="list-style-type: none"> <li>People can get the delightful production using farming</li> </ul>  | <ul style="list-style-type: none"> <li>Positively increases the rate of production and protection</li> </ul>  |
| <b>Negative moments</b><br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?       | <ul style="list-style-type: none"> <li>Needs the connection internet and the power supply</li> </ul>  | <ul style="list-style-type: none"> <li>The delay in receiving the warning signals</li> </ul>   | <ul style="list-style-type: none"> <li>May not be able to practice many steps</li> </ul>  | <ul style="list-style-type: none"> <li>The learning and the training process of the smart crop protection is difficult</li> </ul>   | <ul style="list-style-type: none"> <li>Sensors that are being damaged by the invade of animals</li> </ul>   |
| <b>Areas of opportunity</b><br>How might we make each step better? What ideas do we have? What have others suggested?               | <ul style="list-style-type: none"> <li>Increase the awareness about the crop</li> <li>Advertisement may be provided about the...</li> </ul>   | <ul style="list-style-type: none"> <li>The traditional farmers have transferred to do the modern agricultural methods</li> </ul>   | <ul style="list-style-type: none"> <li>Highly recommended in the terrace</li> </ul>   | <ul style="list-style-type: none"> <li>The user can use the exit options anywhere</li> </ul>  | <ul style="list-style-type: none"> <li>Customers care about the overall growth in agriculture</li> </ul>  |

