












CUSTOMER JOURNEY MAP

(Estimate the crop yield)

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SCENARIO  Searching and analyzing the crop yield	 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? <ul style="list-style-type: none">	<div>Understand that there's an application that can help with farming</div> <div>try to predict and check the prediction</div> <div>Try to gain insights through the visualizations</div> <div>Become more aware about</div>	<div>Learning how to use the application</div> <div>Initial trouble</div>	<div>a holistic understanding about the usage of the application is brought about</div>	<div>Technology in a specified domain</div>	<div>Recommends to people of the same domain</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>Agricultural Experts</div> <div>Agricultural Areas</div> <div>Usage of mobiles</div>	<div>with people who have a slight awareness about working on online applications</div>	<div>People without a huge idea about applications feel ease in using it</div>	<div>Usage of Internet, web and mobile applications</div>	<div>Continue the usage</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>To enter into the process successfully</div>	<div>To be able to use the application without anyone's help</div>	<div>To be able to use the application without anyone's help</div>	<div>Try to use various other apps for the same domain and use</div>	<div>Scales up with the trend</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Able to witness a new technology that might be helpful for them to incorporate technology in their field</div>	<div>Noticing the usage of the app</div>	<div>Crop yield prediction</div>	<div>Open to new and similar apps</div>	<div>Better Awareness</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Less Awareness or information not reaching the end customers</div>	<div>Initial trouble with using the app</div>	<div>Technical Issues encountered</div>	<div>Technical Issues encountered</div>	<div>Issues with accustoming to new apps</div>

<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Bringing Awareness</div> <div>Making the application user-friendly</div>	<div>Making the pilot experience easy</div>	<div>Open to technology during agriculture</div>	<div>Ready to use technology and build better</div>	<div>To keep rendering more new such apps to the field</div>
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