Customer Journey Map

Project Title: Exploratory Analysis of RainFall Data in India for Agriculture   **Project Design Phase – II**   **Team ID - PNT2022TMID08829**

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	**Enter**	**Engage**	**Exit**	**Extend**
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

- Find the problem statement and begins to solve it
- Begins rainfall prediction based on their instincts and experiences
- Tries to get familiar with UI
- Enter random input and check the predicted output
- Login or register
- Email reminder
- Email confirmation
- Chooses a specific region to get predicted result
- Explore various visualization
- Executes the same things for other places or regions and checks the app efficiency
- Logs out of the application
- Personalized recommendations
- Gets familiar with the app

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?

- Explores blogs, social media and contacts connections
- Uses smartphones and open the required web app or rainfall predictor
- Reads out the user manual from the webpage on how to use the product
- Gets aware of all the controls and options present in each section (eg, profile, prediction, feedback)
- Interacts with other users about the app features and results
- Recommends to other farmers, plantation workers
- Gives feedback based on the experiences

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

- Help me to get accurate rainfall prediction
- Help me to get higher crop production
- Help me to get satisfied with the results with less bandwidth consumption
- Help me avoid inaccurate prediction
- Help me to get future alerts and heavy rainfall warnings

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- User-friendly web application
- It's reassuring to red reviews written by past users
- Exciting visualization
- Great decision is made and output is verified
- Relevant alerts
- Relevant alerts and warnings
- Frequent FAQ's
- Effective feedback
- We think people like these recommendations because they have an extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Assurance and guarantee of the prediction the product is giving
- Concerns about dataprivacy
- People express a bit of fear of commitment at this step
- Trepidation about the prediction ("I hope this will be worth it!")
- People expressed awkwardness about finding their prediction
- SNetwork disruption in rural areas
- People are unclear about the weather
- Customers report feeling review fatigue
- People describe leaving a review as an arduous process
- People feel peer pressure to predict the weather
- We have very low review rates (15% of people review experiences)

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Increasing model accuracy
- Enhancing communication between the user and system
- Make it easier to compare and predict for experiences without having to click on them
- Provide a simpler summary to avoid information overload
- Show highlights or common phrases from reviews
- How might we make our prediction easily identifiable
- Integrating more visualization
- Addressing customer issues
- How might we totally eliminate customer problem?
- Could we A/B test different prediction to see what changes response rates?
- How might we progressively disclose the full review so that each step feels more simple?
- How Adding regional languages like Tamil, Bengali, etc... along with English
- How Adding voice assistant device for impaired user