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ESTIMATE THE CROP YIELD USING DATA ANALYTICS

Customer Journey Map

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|  | **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? | Understand that Try to gain insights there's an try to predict and through the  application that can check the prediction visualizations  help with farming  Become more aware about | Learning how to use Initial trouble  the application | a holistic understanding about the usage of the application is brought about | Technology in a specified domain | Recommends to people of the same domain |
| **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? | Agricultural Experts  Agricultural Areas  Usage of mobiles | with people who have a slight awareness about working on online applications | People without a huge idea about applications feel ease in using it | Usage of Internet, web and mobile applications | Continue the usage |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To enter into the process successfully | To be able to use the application without anyone's help | To be able to use the application without anyone's help | Try to use various other apps for the same domain and use | Scales up with the trend |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Able to witness a new technology that might be helpful for them to incorporate technology in their field | Noticing the usage of the app | Crop yield prediction | Open to new and similar apps | Better Awareness |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Less Awareness or information not reaching the end customers | Initial trouble with using the app | Technical Issues encountered | Technical Issues encountered | Issues with accustoming to new apps |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Making the Bringing Awareness application user-  friendly | Making the pilot experience easy | Open to technology during agriculture | Ready to use technology and build better | To keep rendering more new such apps to the field |