









Journey Steps Which step of the experience are you describing?	Discovery	Buying	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Customer searches for the product	<div>Calls the employee of the company and will ask the details about the product</div> <div>Customer orders the product</div> <div>customer gets the product</div>	<div>Unboxes the product</div> <div>See working of the product</div> <div>Fix the product</div> <div>See the working of the product in the agricultural land</div>	<div>Customer tells his problem</div> <div>Customer tells about how he/ she overcame the problem</div> <div>Customer tells what solution he/she used for the problem</div>
Touchpoint What part of the service do they interact with?	Web Browser	<div>Mobile Phone</div> <div>Product website</div> <div>Product</div>	<div>Knife</div> <div>Agricultural land</div> <div>Tools</div> <div>application software</div>	<div>Quora</div> <div>Quora</div> <div>Quora</div>
Customer Thought What is the customer Thinking?	<div>I can get more profit</div> <div>I can save time</div>	<div>The product is costly. Shall I buy or not?</div> <div>In how many days it will arrive.</div> <div>I am so excited</div>	<div>Whether the product will be in good quality or not</div> <div>How to test this product?</div> <div>How to use this product and install the software</div> <div>Whether I will get the notification correctly</div>	<div>Whether people have come across problem similar to this</div> <div>It will be useful to people who came across this problem</div> <div>All farmer should be happy</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Process ownership Who is in the lead on this?				
Opportunities What could we improve or introduce?	use similar other products	Suggest trying an cost efficient product	Provide guidance for using the product	Give discount for sharing the feedback of product