

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.

Created in partnership with

Product School



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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Browsing, booking, attending, and rating a local city tour	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?	Here from friends Online ads Good experience on implementing. Added to experience the technology.	Login/Signup in the app. Login/Signup with proper and valid user details. Login/Signup with proper and valid user details. Location of the field should be given correctly. Soil type present in the field should be updated. Soil type present in the field should be updated. User should specify the crop they want to cultivate.	Extension uncontrolled. Prevention and the smart crop protection system. If any damage on technologies. The sensors senses the level of compand. The device sends the notification to the farmer.	Awareness, prediction and warming system can reduce the disruptive impacts. The user can contact if they have any hardness while using the app	They feel hygiene crop protection system Communication technologies to increase the quality and quantity
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?	On observing the field where IOT based smart crop protection system is implemented. Hears from experienced people who were already used IOT smart crop protection system.	Starts from information provided from demo. Welcomed by educated people and avoided by traditional formers.	Easily report the current state of the crops to the farmer. Analyze status of the crops. Website to monitor the crops level. Information that can be shared with others.	Feel easy to monitor the crop The device may send the wrong information	It reduce the cost of production Sensor can be damaged When animal intrusion
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help to avoid work. Help to increase crop protection and production.	The primary goal is user to understand about and get benefit by using the product. Learning about the latest technology and device.	To avoid the disruption signification financial losses. save from protection their overheads and fields.	Achieving better crop yields economic well being Affordable to farmers	well maintained form Resources increase
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User friendly and happiness in crop production.	Secured application. Increase in crop production and cultivation.	Reduce source of income in rural area. Increase the source of impact in environment. Positive impact in environment. Adaptive database.	People love to remote access control	They may recommended positive feedback about the app helps people to work with the apps.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It requires continuous power supply and network connection.	Delay in receiving name and password.	Failed to enter the database Failed to update information in database.	There will be hard learning processes and understanding	If learning become a challenging task one can't handle the app alone and should have prople for assissting them
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide simpler information about smart farming. provide next level of farming culture.	By these technology most of the educated people started farming and agriculture.	This application can create a wide impact in agriculture and farming culture. This application can create a wide impact in agriculture and farming culture.	Confrming the exit option by user.	Customer will know about the tremendous growth in agriculture