## Project design phase - II Customer journey map

| Date    | 12-10-2022                                   |  |
|---------|--|--|
| Team ID | PNT2022TMID13120                             |  |
| Title   | Estimate the crop yield using data analytics |  |

| Phase of<br>Journey     | Discovery  | Registration   | Onboarding and<br>First use  | Sharing   |
|-------------------------|--|--|--|---|
| Actions                 | The basic idea is to estimate the crop yield to increase productivity            | The user can get registered to the software using google account or user name. | Users can access this from laptop or desktop. User can use the icons for help and interact with the software | Details about the soil<br>type will be shared<br>and estimation will<br>be done based on that |
| Needs and complications | Software must be advertised for more people to know it.                          | Free ads must be shown, emails must be sent about launching the software       | A UI tour must be available to make the user comfortable. They must be able to edit their account settings   | Customers must be able to share their profile and comments with others.                       |
| Touchpoint              | Advertising can be done through social media, television, newspapers, magazines. | Google<br>authentication must<br>be provided for ease<br>of use.               | Guiding materials<br>must be provided to<br>the user for easy<br>usage                                       | Data analysis reports<br>must be provided in a<br>clear format.                               |
| Customer feeling        | Customers would be really satisfied about this 😂                                 | New People who are not aware of this may wonder what it is                     | Users might find the UI tour helpful ☺   | Users will be happy to share their opinions   |
| Opportunities           | This provides us with<br>the opportunity of<br>advertising                       | This may help us have an easy register and login                               | This lets us train people on the platform  | This is like a perk on using this software  |