Customer Journey Map. Project Title: **Exploratory Analysis of RainFall Data in India for Agriculture.** Project Design Phase - II. **Team ID** - PNT2022TMID12561.

SCENARIO

Getting Rainfall Prediction for a particular place or region

PSG Tech, Coimbatore

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?

- Faces the problem and begins to solve it on their own, with the help of family and friends
- Explores digital solutions involving mass media, apps, ads
- Learns about rainfall predictor web apps from news and government agencies
- Begins rainfall prediction based on their instincts and experiences
- Tries to get familiar with the UI and available features
- Checks about app price and subscription if available
- Enters random inputs in the app to check the predicted outputs
- Logins or registers with user credentials
- Chooses a specific region to get prediction results
- Tries and tests all the features that are required for daily needs
- Explores various visualisations available on the dashboard
- Executes the same things for other places or regions and checks the app efficiency
- Logs out of the system
- Gains trust by comparing actual and predicted results
- Adapt themselves to the web app and recall the features or services available
- Become dependent on the app or product in the long run

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
- Seeks help from others on how to use
- Reads out the user manual from the webpage on how to use the product
- Interacts with UI which is available with simple language
- 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 and profits
- Help me to get satisfied with the results with less bandwidth consumption
- Help me to avoid data breach and 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
- Secured with User Authentication
- Portable and usable in Mobile platforms
- Easy to use and flexible for daily needs
- Proper plannings & reliable decisions made from the predicted reults
- Exciting visualisations of rainfalls in various regions of India
- Relevant alerts and warnings
- Regularly updated FAQs for users
- Effective feedback and support
- Reliable and 24/7 available

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 data privacy
- Network Disruption in rural places
- The user's Mobile gets slowed or hanged
- Ads consuming screen space and user time

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
- Integrating more interactive visualisations for better user insights
- Addressing customer issues and complaints as soon as possible
- Adding regional languages like Bengali, Tamil, Kannada along with English
- Adding voice assistant support for impaired users