Template

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

Share template feedback

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

PROJECT TITLE:

SMART FARMER - IOT ENABLED SMART FARMING APPLICATION

Scenario of Smart Farming For Farmers	**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?	simple To implement cost Efficiency Precision Farming Reduces burden Proper Irrigation	Reduce Man Power Crop Diagnosis Easily Accessable Detect The Temperature Moisture Level	Remote Sensing Improved Quality Prevent Pest Invading Timed Irrigation Accuracy	Increases Fertility Healthy Crops Increased Production Optimization Of Resources Cleaner Process	Drones Artifical Intelligence Modernization Air Water Generation Solar Power
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?	Real Time Analysis Real Time Monitoring Product Promotion	Sensor Based Field Soil Health Resource Mapping	Soil Testing Remote Monitor Smart Interpretation	Modern Technique Continuous Internet Facility End To End Farming	Robotics Time Management Green House
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Income Smart Irrigation Sustainability	Proper Management Social Equity Environmental Health	Topography Reduce Green House Gas Vegetation	Economic Equity Makes Profit Resilence To Climate Change	More Precise Easily Programmable 100 Percent Accuracy
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Chemical Free Food Inspires Smart Farming Boots Soil Fertility	Reduce Water Consumption Pollution Free Tackle Climatic Change	Easy to understand Easy to Use Easy to Maintain	Usage of Smart Farming Usage of Rain Water Good Crop Irrigations	Use of Other Renewable Resources Use Of AI in All Aspects gain Knowledge about Smart Farming
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	More Power Difficult to Assemble using the application	Difficult To Understand How To start the process ! How to Implement It	Reading Are not More Accurate Sensors May Get Defective High consume of Power	Network Speed Disturbance in Clouds Internet Facility	Tying the sensor data Integration of these Sensors Response Activities
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Quality Testing Predective Analysis	Response Activity Help Monitor Agricultural land, soil moisture and Temperature Eco-friendly Smart Farming Technology	Precision LiveStock Farming Driving Automation Third Green Revolution	Sustainable Growth Real Potential Real time Analysis of soil demand	used for Tracking,monitoring,documenting and analyzing operations. Future AI and Robotics are included Timely and appropriate material supply based on data.