CUSTOMER JOURNEY MAP

Date	8.11.2022
Team ID	PNT2022TMID25913
Project Name	Exploratory Analysis of Rain Fall Data in India for Agriculture
Maximum Marks	4

Journey Mapping helps to visualize how customers experience the product or service and how interactions occur.

Link to the template:
https://miro.com/app/board/uXjVPNk75tQ=/?share_link_id=314397596225

Journey Steps — Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions — What does the customer do? What information do they look for? What is their context?	Farmers look for solutions to predict rainfall and weather conditions / They discover the platform through ads on TV or Grama Sabha Meeting	They can register using their email account and phone number / Farmers must fill in details about the location of where they live / Login and Usage of platform must be explained clearly	Training and Help Session on how to use the platform is attended by the Farmers / Customise their account by adding profile picture or other details / Start exploring all the available features of the platform	If they manage to understand how to use the platform well then they will recommend to other farmers / The platform might also be shared to students analyzing agriculture for research and education purposes
Needs and Pains — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	They want the platform to be credible and safe / They want the platform to be easy to use	Undergo error and complication free registration / Registration must be done easily and quickly	Training process must help the understand and must resolve all their queries / Farmers must be able to search for their location / Farmers must be able to get rainfall prediction data / Notifications must be sent to their phones about weather prediction	Farmers want to share a platform that will help other farmers with their problems / They might expect some bonuses or reward for sharing about the platform
Touchpoint — What part of the service do they interact with?	Marketing Ads of the platform	The actual platform used to predict rainfall / The Registration and "About Us" part of the platform	They interact with actual functioning of the platform / They interact with rainfall predicting process / The Training and Redressal Services	They end up interacting with the feedback section / They provide their experience about platform to the developers
Customer Feeling — What is the customer feeling? Tip: Use the emoji app to express more emotions	🧐	😟	😐	🥳
Opportunities — What could we improve or introduce?	Creating a very engaging marketing strategy for maximum	Make the registration process minimal ,easy,	Make the platform training more	Offer some perks or bonuses to the Farmers/Consumers
Process ownership — Who is in the lead on this?	Farmer (Customer)	Platform Developer	Farmer	Farmer