





Project Design Phase-II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID44400
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	4 Marks

Customer Journey Map :

- A customer journey map is a **visual representation of the customer journey** (also called the buyer journey or user journey).
- Customer journey map helps to tell the story of your customers' experiences with your brand across all touchpoints.

Phase of Journey	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	<div>To estimate the crop yield in the field.</div> <div>To increase Productivity</div>	<div>Connect through Google account</div> <div>Choose a plan</div> <div>Customize the user profile</div>	<div>User adds a profile picture</div> <div>User can log in through Smart phone/Laptop/ Desktop</div> <div>Go through the Demo</div> <div>Click on help icon for help</div>	<div>Customer contact</div> <div>Real time information</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Social media advertisement</div> <div>Quality choice convenience</div>	<div>Free trial landing page</div> <div>Free templates</div> <div>Email</div>	<div>Training interface</div> <div>Account settings</div> <div>Template browser</div> <div>Help center materials</div>	<div>Sharing settings</div> <div>New document</div>
Touchpoint What part of the service do they interact with?	<div>Traditional media, social media, word of mouth</div> <div>Through advertisements</div>	<div>Free trial landing page</div> <div>Connect through Google account</div>	<div>Training interface</div> <div>Help center materials</div> <div>Account settings</div>	<div>Sharing settings</div> <div>New page of data analysis</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div>Improve advertising</div>	<div>Suggest trying an</div>	<div>Make the training</div>	<div>Give extra points for</div>