TEAM ID : PNT2022TMID37676

PROJECT NAME : ESTIMATE THE CROP YIELD USING DATA ANALYTICS

# Documentanexistingexperience

ss within an existing product

or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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.

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**Steps**

What does the person (or group) typically experience?

## 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 touch points or physical objects would they use?

# 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?







**Goals & motivations**

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



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## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



**Need some inspiration?**

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

[**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)