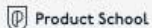




Customer experience journey map

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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DATE: 08-OCTOBER-2022

EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

Document an existing experience

Narrow your focus to a specific scenario or process 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.

Scenario Throwing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience? Farmers come across the problem and they find the way to solve that problem By sharing the informations from farmers to farmers		They feel excited about using our application Hope that this will help in good production of crops	Gathering of the rainfall data Predicts the rainfall with the ML model Displays the result in graphical format	He/She may wants to know accuracy of the result. He/She may feel Good to know the rainfall result
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? Before cultivation farmers wants to check the weather condition Social media, blogs, field developers Through marketing platforms		They talk about the accuracy of the result They talk about the consistency and the integrity of the predicated data	How effective is this Prediction model? May wants to know about how the prediction works	Provides the user feedback Recommends it to other farmers
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Farmers goal is to maintain their fields in good manner Farmers give importance to rainfall to maintain their crops To make the Farmers think positively Make the User satisfied with the service			The Goal is to provide the most accurate result Help Farmers to get benefited from our predicted result	To improve the interactive experience
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? A user friendly application to help farmers Easy login features and daily notifications			The graphical representation of the result Provides the suggestion of the crops	Need of user reaction to improve the system
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Trust issues in the rainfall prediction Worry about the security and privacy of the provided information Guarantee of rainfall of the estimated period Waits for confirmation with actual rainfall				