

Project Design Phase-II

Date	3 October 2022
Team ID	PNT2022TMID19889
Project Name	IOT Based Smart Crop Protection System for Agriculture
Maximum Marks	2 Marks

CUSTOMER JOURNEY MAP

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.

Product School

How to use this tool

Document an existing experience

Name your focus to a specific scenario or process within an existing product or service. In the **Begin** row, document the supply-side process someone typically experiences, then add detail to each of the other rows.

	Begin	Enter	Engage	Exit	Extend
Stages	<p>What does the person do prior to getting the product?</p> <p>Research, buying, planning, etc.</p>	<p>What does the person do when they first use the product?</p> <p>Initial use, learning, etc.</p>	<p>What does the person do when they are using the product?</p> <p>Engaging, interacting, etc.</p>	<p>What does the person do when they stop using the product?</p> <p>Disengagement, etc.</p>	<p>What happens after the experience is over?</p> <p>Feedback, etc.</p>
Interactions	<p>What interactions do they have at each stage of the map?</p> <p>Research, buying, planning, etc.</p>	<p>What interactions do they have at each stage of the map?</p> <p>Initial use, learning, etc.</p>	<p>What interactions do they have at each stage of the map?</p> <p>Engaging, interacting, etc.</p>	<p>What interactions do they have at each stage of the map?</p> <p>Disengagement, etc.</p>	<p>What interactions do they have at each stage of the map?</p> <p>Feedback, etc.</p>
Goals & motivations	<p>What goals and motivations do they have at each stage of the map?</p> <p>Research, buying, planning, etc.</p>	<p>What goals and motivations do they have at each stage of the map?</p> <p>Initial use, learning, etc.</p>	<p>What goals and motivations do they have at each stage of the map?</p> <p>Engaging, interacting, etc.</p>	<p>What goals and motivations do they have at each stage of the map?</p> <p>Disengagement, etc.</p>	<p>What goals and motivations do they have at each stage of the map?</p> <p>Feedback, etc.</p>
Positive moments	<p>What steps does a person take that they find most enjoyable or satisfying?</p> <p>Research, buying, planning, etc.</p>	<p>What steps does a person take that they find most enjoyable or satisfying?</p> <p>Initial use, learning, etc.</p>	<p>What steps does a person take that they find most enjoyable or satisfying?</p> <p>Engaging, interacting, etc.</p>	<p>What steps does a person take that they find most enjoyable or satisfying?</p> <p>Disengagement, etc.</p>	<p>What steps does a person take that they find most enjoyable or satisfying?</p> <p>Feedback, etc.</p>
Negative moments	<p>What steps does a person take that they find most frustrating or difficult?</p> <p>Research, buying, planning, etc.</p>	<p>What steps does a person take that they find most frustrating or difficult?</p> <p>Initial use, learning, etc.</p>	<p>What steps does a person take that they find most frustrating or difficult?</p> <p>Engaging, interacting, etc.</p>	<p>What steps does a person take that they find most frustrating or difficult?</p> <p>Disengagement, etc.</p>	<p>What steps does a person take that they find most frustrating or difficult?</p> <p>Feedback, etc.</p>
Areas of opportunity	<p>What steps does a person take that they find most challenging or difficult?</p> <p>Research, buying, planning, etc.</p>	<p>What steps does a person take that they find most challenging or difficult?</p> <p>Initial use, learning, etc.</p>	<p>What steps does a person take that they find most challenging or difficult?</p> <p>Engaging, interacting, etc.</p>	<p>What steps does a person take that they find most challenging or difficult?</p> <p>Disengagement, etc.</p>	<p>What steps does a person take that they find most challenging or difficult?</p> <p>Feedback, etc.</p>

Need some inspiration?

See how to use this tool