Project Design Phase-II

Customer Journey

Date	09 October 2022
Team ID	PNT2022TMID53155
Project Name	Estimate the Crop Yield using Data Analysis
Maximum Marks	4 Marks

SCENARIO

Viewing the crop yield information of the past years and predictions on the upcoming years

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	**Provide laptops** Not every farmer possesses the facility required to access information, so this is a good first step **Orientations or Meetings** Meetings can be held and awareness can be spread **Official website** Farmers with internet access can log on to the website and explore features and options	**Logging in/ Registeration** They can create their own profile, and get notified for updates **Explore the dashboard containing graphs** This gives an overview of what they will be dealing with and how to study them **Chat-box** This is used for further queries on the website or related to work	**Inference from chart** They can observe charts on a regular basis and make report of patterns and solutions **Post or upload** They can add their own data that will better help the application in making predictions **Seeking help** They can seek advice from other farmers or use the chat bot for queries	**Evaluation** Their plans are evaluated and reviewed **Rating** Farmers can rate the app and put in suggestions if any	**Notification** Farmers are notified for further changes in crop yield or any urgent call for action
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?	Issued by government or Department of Agriculture, Food and Rural Development In agricultural offices by professionals Accessed through the laptop provided	Login or registration page of the website Displayed on the home page Tech experts, agricultural professionals and bots	On the website dashboard The Post section allowing data and images verified by the department heads An online chat forum or the chat-bot	Done by professionals who view their reports The Review section to send feedback of every experience	The app available on their phones
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me gain access to technology and information Help me understand the objective Help me in the technical aspect of this process	Help me gain access to useful information and heve a personalized experience Help me by giving me some clarity on the crop yield Help me solve any kind of doubt I may have	Help me by keeping me updated on current trends Help me in making inferences based on my data as well Help me in thinking of ideas and facts for my report	Help me understand if I'm going in the right path Help me by listening to my suggestions and making improvements if any	Help me by keeping me updated on changes in trend
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	I now possess what I very much require to make life easier I was able to understand the aim behind this technology	I now have an identity on this website which benefits me more The graphs are easier to understand with all the colors and numbers	I can feed my data in just numbers and dates and get inferences	It helps me better evaluate my work and make changes	I'm always alert and aware of any kind of news
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The server gets very slow sometimes due to poor connection	Sometimes the experts are either busy or the bots give the same answers	I'm not educated enough to make well-structured reports on my own	My suggestions are not always considered	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Use cost-efficient laptops only used for limited purposes Install more reliable internet connection in remote areas	Improvise the chat AI by training it with variety of examples	Divide farmers into groups and assign mentors to these groups for report help Voice messages are a very helpful way for farmers to convey or understand messages	Have a weekly review of the suggestions and hire more tech experts for improvements	