

# 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.

Created in partnership with



#### **ESTIMATE THE CROP YIELD USING DATA ANALYTICS**

#### **SCENARIO**

crop yield prediction, data collection, data mining, predictive insights, crop and soil monitor, test and validation



## **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?



#### 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?

Goals & motivations

At each step, what is a person's

primary goal or motivation?
("Help me..." or "Help me avoid...")

■ Things: What digital touchpoints or physical objects would they use?

































#### 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?

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





































