

College Name: Er.Perumal Manimekalai
College of Engineering

Team ID:PNT2022TMID30034

Team Leader:Padmapriya.P
Team Member 1: Deeksha Kumari.S
Team Member 2: Menaka.N
Team Member 3:Manjula.N
Team Member 4:Chandrakala.M



What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customers need resource made of agriculture to ease their work	Better results to enhance productivity Ease of work and flexible to users	When they get optimum results When there is no negative impacts	When they get positive outcome and effective results
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	To gain good yield Sense of satisfaction To reduce labor pay	To achieve their target in an effective method	To get proper guidance from application	They will get satisfaction when they share a good thing with others.
Touchpoint What part of the service do they interact with?	Friends, ads recommended on social media and playstore	When their issues are getting resolved gradually and rise in productivity	When they receive positive comments from others and qualitative yields	Easy to access even the users doesn't know any technology.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😄	😍

