



# 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 Product School

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## 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.

### EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

SCENARIO Browsing, 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?
<b>Steps</b> What does the person (or group) typically experience?	<div>Farmer face the problem and find solutions to that problem</div> <div>By sharing of information between farmers</div>	<div>Enthusiastic</div> <div>Hopeful that this will help to good production of crops</div>	<div>Collection of rainfall data</div> <div>Prediction of rainfall with the ML model</div> <div>Visual visualization</div>	<div>Accuracy of Program/Result</div> <div>Accidental Result</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>Farmer check the weather condition before collection</div> <div>Through government announcements</div> <div>Using social media, field developers</div>	<div>Consistency and clarity of predicted data</div> <div>They talk about accuracy of the result</div>	<div>How the prediction works</div> <div>How effective is the prediction model</div>	<div>Recommendations to other farmers</div> <div>Provides user feedback</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Better Prices of Market for Product</div> <div>Higher Yield and Revenue</div>	<div>Product satisfaction for the user</div> <div>Managing Productivity to Farmers</div>	<div>Farmer benefit from predicted result</div> <div>Goal is to provide the most accurate result</div>	<div>To improve the prediction experience</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>A user-friendly application to help farmers</div>	<div>Access daily Monitoring and Measurement</div>	<div>Efficient representation of the result</div> <div>Provides the suggestion of crops</div>	<div>Need of user relation to improve the system</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Disadvantage in rural population</div>	<div>Concerns on Data Privacy and Security</div>	<div>Assurance and Reliability of the prediction model</div>	<div>Waste for confirmation with actual rainfall</div>