

**Project Design Phase-II**  
**Customer Journey**

Date	03 October 2022
Team ID	PNT2022TMID52976
Project Name	Estimate the Crop Yield using Data Analysis
Maximum Marks	4 Marks

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