



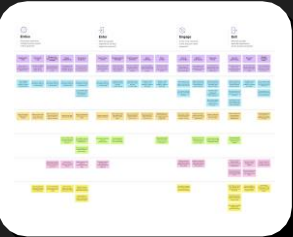
Customer experience journey map

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



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See a finished version of this template to kickstart your work.
[Open example](#)



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.

TIP
As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

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

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

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?

Entice

How does someone initially become aware of this process?

From others/friends

online advertisement

Feels good to implement

Attached to adapt the technology

On observing the field where IoT based smart crop protection system is implemented.

Hear from experienced people whom already used IoT smart crop protection system

Help me to avoid work

Help to increase crop protection

User friendly

It requires continuous Internet connection to be successful

Provide simpler information about smart farming

Enter

What do people experience as they begin the process?

Login to the app

Location specification

Soil type

crop which we like to cultivate

Login with valid customer details

Customer should provide the correct location type

type of the soil present in the location should be provided by the user.

user can specify the crop they want to cultivate.

Starts from information provided from demo

People doubt, hope it works

Welcomed by some people and hesitated by traditional farmers

The primary goal is to customer understand about and get benefit by using the product

Learning about device

Secure application

Increase productivity

Delaying in receiving OTP

By these technology most iterate peoples are ready to do farming

Engage

In the core moments in the process, what happens?

Extension uncontrolled.

Prevention and positioning technologies.

They can send the message about the time of the protection system if any danger or the IoT device

The network senses the level of compared, the device sends the notification to the farmer

Early report the current state of the crop to the farmer

Analyse status of the crop

Website to monitor the crop level.

Information that can be shared with others.

To avoid the disruption.

Save from significant financial losses.

Protecting their overheads and fields.

Reduce water consumption.

Source of income in rural areas.

positive impact in environment

managing database

Failed to enter database.

This application can be used in terrace gardening.

Exit

What do people typically experience as the process finishes?

Automatic prediction and warning system intervenes the disruptive impact.

The user can contact if they have any hardware while using the app

Feel easy to monitor the crop

The device may send the wrong information

Achieving better crop yields economic well being

Affordable to farmers.

People love to remote access control

There will be hard learning processes and understanding

Confirming the exit option by user.

Extend

What happens after the experience is over?

They feel hygiene crop protection system

Communication technologies to increase the quality and quantity.

It reduces the cost of production

Sensor can be damaged when animal intrusion

Well maintained form

Resources increases.

They may recommend positive feedback about the app helps people to work with the app.

If learning become a training task one can't handle the app store and should have people for assisting them

Customer will know about the tremendous growth in agriculture.