Project design phase - II Customer journey map

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| **Date** | 26-10-2022 |
| **Team ID** | PNT2022TMID39239 |
| **Title** | Estimate the crop yield using data analytics |

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| **Phase of**  **Journey** | **Discovery** | **Registration** | **Onboarding and First use** | **Sharing** |
| Actions | The basic idea is to estimate the crop yield to increase productivity | The user can get registered to the software using google account or user name. | Users can access this from laptop or desktop.  User can use the icons for help and interact with the software | Details about the soil type will be shared and estimation will be done based on that |
| Needs and complications | Software must be advertised for more people to know it. | Free ads must be shown, emails must be sent about launching the software | A UI tour must be available to make the user comfortable. They must be able to edit their account settings | Customers must be able to share their profile and comments with others. |
| Touchpoint | Advertising can be done through social media, television, newspapers, magazines. | Google authentication must be provided for ease of use. | Guiding materials must be provided to the user for easy usage | Data analysis reports must be provided in a clear format. |
| Customer feeling | Customers would be really satisfied about this 😌 | New People who are not aware of this may wonder what it is | Users might find the UI tour helpful😊 | Users will be happy to share their opinions  😁 |
| Opportunities | This provides us with the opportunity of advertising | This may help us have an easy register and login | This lets us train people on the platform | This is like a perk on using this software |