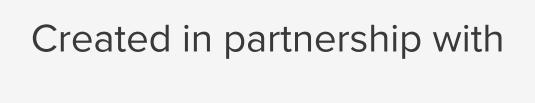


# experience journey map

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.



Product School



## Document an existing experience

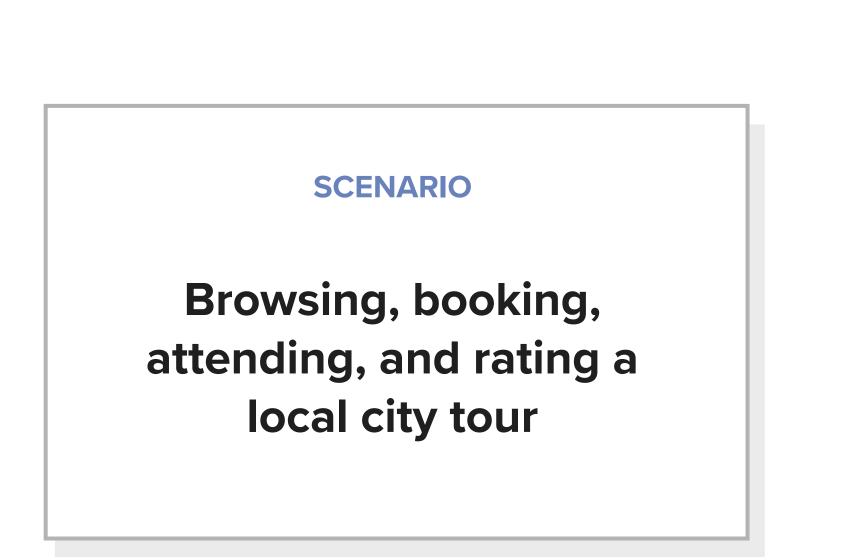
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

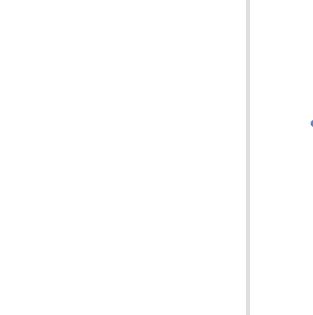
**Entice** 

How does someone

of this process?

initially become aware







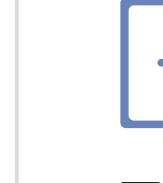






# Engage

In the core moments in the process, what happens?





What do people typically experience as the process finishes?



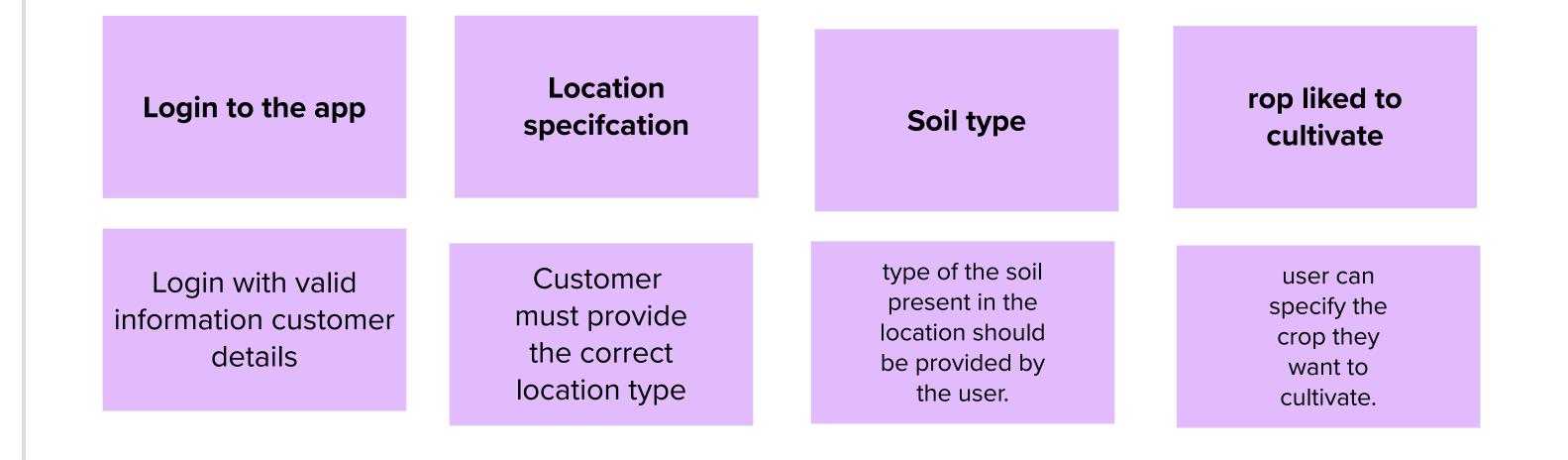
**Extend** 

What happens after the experience is over?

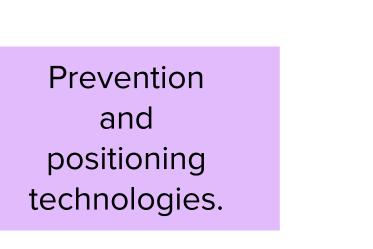


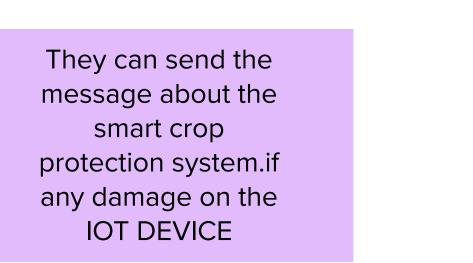
Steps What does the person (or group) typically experience?

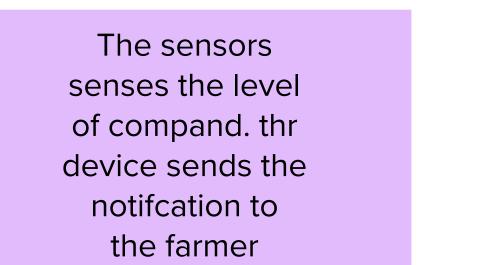
Here from friends	Seeing Advertisemen	online ads
Feels better to implemen	The advertisement in Newspaper and media creates a interest among farmers	Attached to adapt the technology

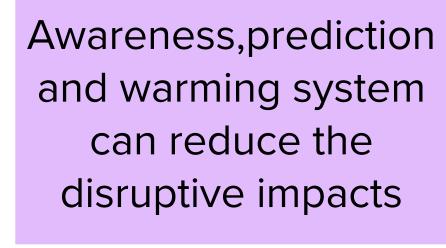




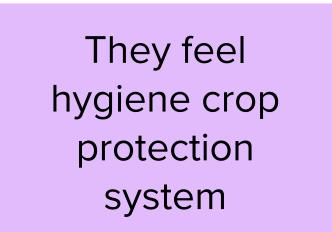


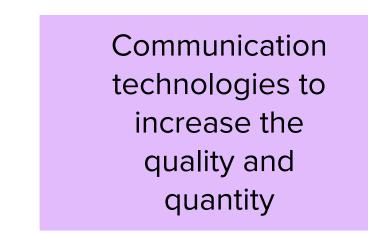






The user can contact if they have any hardness while using the app



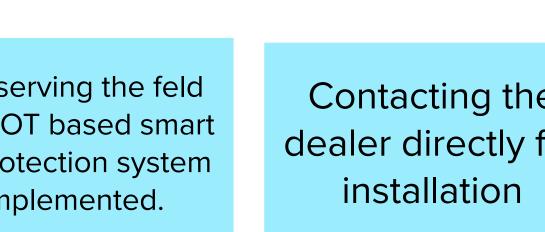


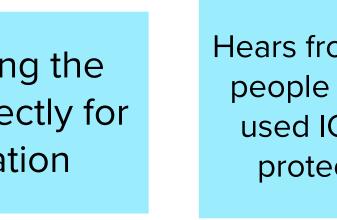


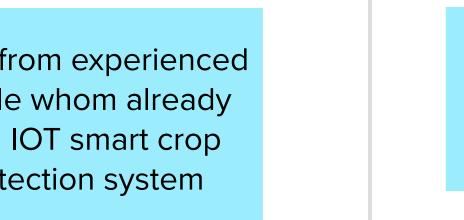
#### Interactions

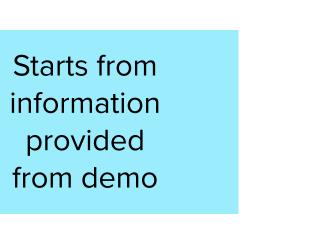
What interactions do they have at each step along the way?

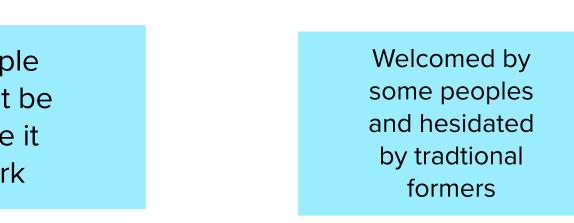
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



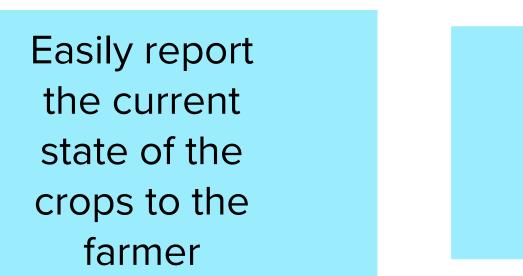




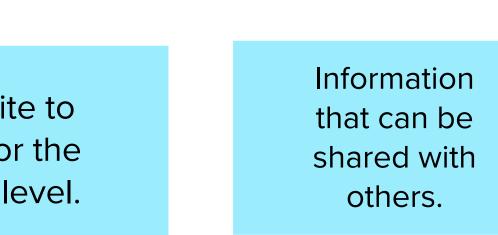










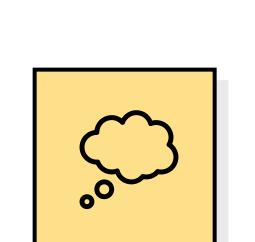




may send the wrong information

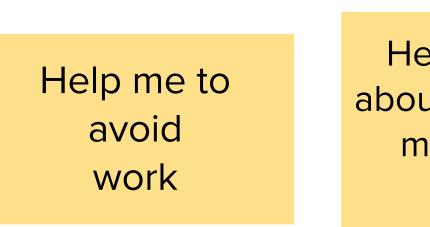
It reduces the cost of production

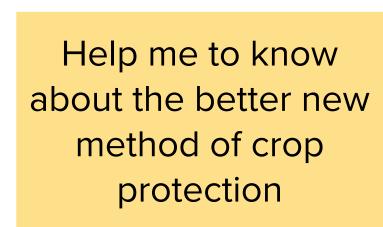
Sensor can be damaged when animal intrusion

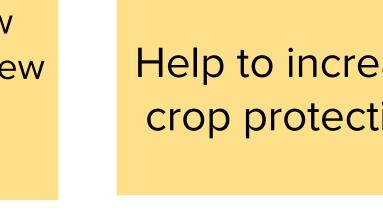


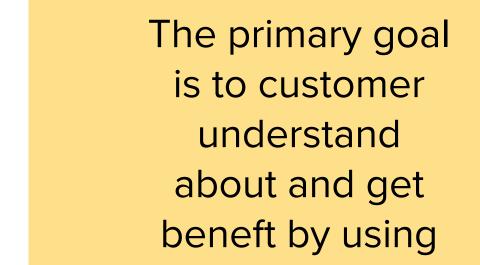
#### **Goals & motivations**

At each step, what is a person's

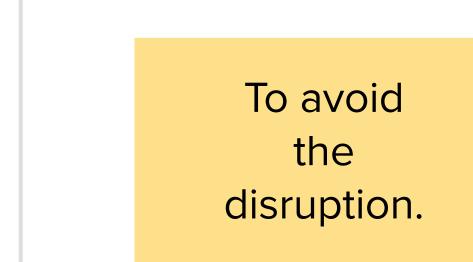


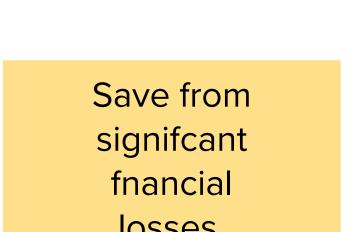


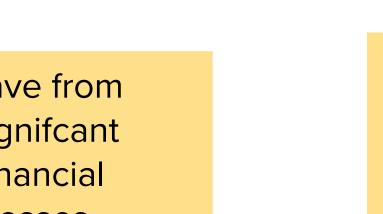




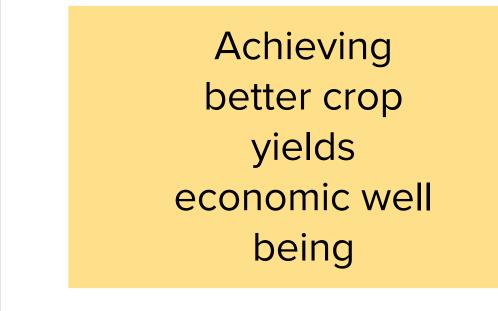
Learning about device







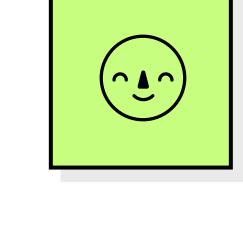




Affordable to farmers.

Well maintained form

Resources

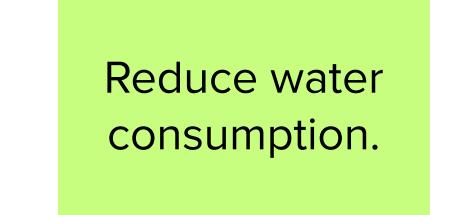


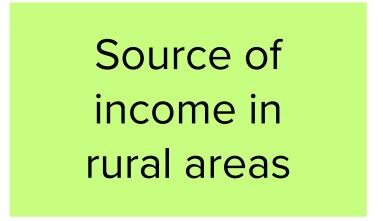
#### **Positive moments**

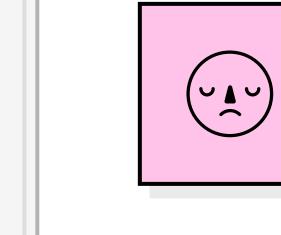
motivating, delightful, or exciting?











Failed to enter database.

processes and

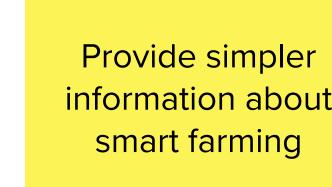
the app alone and should have people for assisting them





### Areas of opportunity

What have others suggested?



terrace gardening

