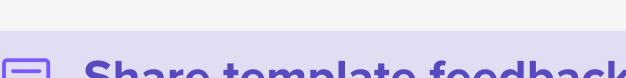


## Customer experience journey map

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 wit







## 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.

SCENARIO					
Browsing, booking, attending, and rating a	Entice	Enter	Engage	Exit	Extend
local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Check the water level Check the soil moisture	login to the app the result	with the help of user can get the alert messsage user can turn on/ off the motor	the user can see the yield of the crop  the visuals of the result can give ideas to the users	farmers are not forced to stay in the field, they can feel free using the application  in the customer view, they can the data about the field
	Monitoring the app often the crops get dried	the user can check the weather using website or phone  the user can check app can visualize the result			
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?	signing the page	weather forecast shows the weather	it shows the weather and humidity of our soil	farmers make interacion with the interacion with the application or website interacion with the emails about the weather	completed profile on the section of the application
<ul> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>		reagularly			
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	to get the field temperature remotely  access from anywhere at any time  helps the user to remotely acess the field		help then to predict what could happen next		
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	high yield of crops it reduces the time	Technology made water supply easier	damage of crops can be avoided	People love remote access control	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some users don't know how to handle with the smart application  there is more chance to get network issue in the fied	some users get anxious on using the smart farming application	interconnections between the crops become break		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	people get an simpler opportunity to farm from their places farming	literate people get interest on farming with these techniques			