

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>A way to ensure the protection of crops</div>	<div>Installing Software</div> <div>Signup/Sign in</div> <div>Terms and Conditions</div>	<div>Providing user manual</div> <div>Data saving mode</div> <div>Establishing connection between the system and application via cloud</div>	<div>To get proper nutrients from crops</div> <div>To get more yield</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>To prevent damage of crops by animals</div> <div>To reduce spread of crop diseases</div>	<div>Hassle free monitoring</div> <div>Simple and understandable</div>	<div>Quality assurance</div> <div>Testability</div> <div>Proper implementation</div>	<div>Proper functioning of product</div> <div>High productivity</div>
Touchpoint What part of the service do they interact with?	<div>Sensors and mobile app used to monitor and protect the crops</div>	<div>Error free web service</div> <div>Responsive website</div>	<div>Social media</div> <div>Formal technical reviews</div> <div>Notification via mobile</div>	<div>Customer service</div> <div>Plant more crops</div> <div>Engage with seed sellers</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>😍</div>	<div>🤔</div>	<div>😺</div>	<div>🥳</div>
Process ownership Who is in the lead on this?	<div>Horticulturist</div>	<div>Horticulturist</div>	<div>Farmers</div>	<div>Horticulturist</div>