

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div data-bbox="751 274 964 487">A way to ensure the protection of crops</div>	<div data-bbox="1213 260 1430 479">Installing Software</div> <div data-bbox="1452 260 1665 479">Signup/Sign in</div> <div data-bbox="1694 260 1899 479">Terms and Conditions</div>	<div data-bbox="1964 269 2167 470">Providing user manual</div> <div data-bbox="2214 269 2412 470">Data saving mode</div> <div data-bbox="2445 269 2810 470">Establishing connection between the system and application via clous</div>	<div data-bbox="2900 291 3189 447">To get proper nutrients from crops</div> <div data-bbox="3243 305 3489 440">To get more yield</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="570 586 794 812">To prevent damage of crops by animals</div> <div data-bbox="899 600 1098 802">To reduce spread of crop diseases</div>	<div data-bbox="1235 581 1470 814">Hassle free monitoring</div> <div data-bbox="1509 597 1874 798">Simple and understandable</div>	<div data-bbox="1990 593 2174 777">Quality assurance</div> <div data-bbox="2221 638 2445 767">Testability</div> <div data-bbox="2499 614 2770 760">Proper implementation</div>	<div data-bbox="2904 621 3193 781">Proper functioning of product</div> <div data-bbox="3243 638 3471 767">High productivity</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="671 902 1025 1100">Sensors and mobile app used to monitor and protect the crops</div>	<div data-bbox="1260 927 1498 1065">Error free web service</div> <div data-bbox="1600 923 1852 1062">Responsive website</div>	<div data-bbox="2022 923 2181 1086">Social media</div> <div data-bbox="2228 927 2513 1079">Formal technical reviews</div> <div data-bbox="2553 940 2770 1065">Notification via mobile</div>	<div data-bbox="2911 923 3073 1086">Customer service</div> <div data-bbox="3131 923 3290 1079">Plant more crops</div> <div data-bbox="3348 933 3507 1065">Engage with seed sellers</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div data-bbox="787 1251 877 1338">😍</div>	<div data-bbox="1509 1256 1607 1355">🤔</div>	<div data-bbox="2282 1246 2398 1343">😺</div>	<div data-bbox="3185 1246 3268 1326">🥳</div>
<b>Process ownership</b> Who is in the lead on this?	<div data-bbox="639 1475 881 1611">Horticulturist s</div>	<div data-bbox="1412 1475 1701 1638">Horticulturist s</div>	<div data-bbox="2221 1475 2510 1638">Farmers</div>	<div data-bbox="3041 1475 3330 1638">Horticulturist s</div>