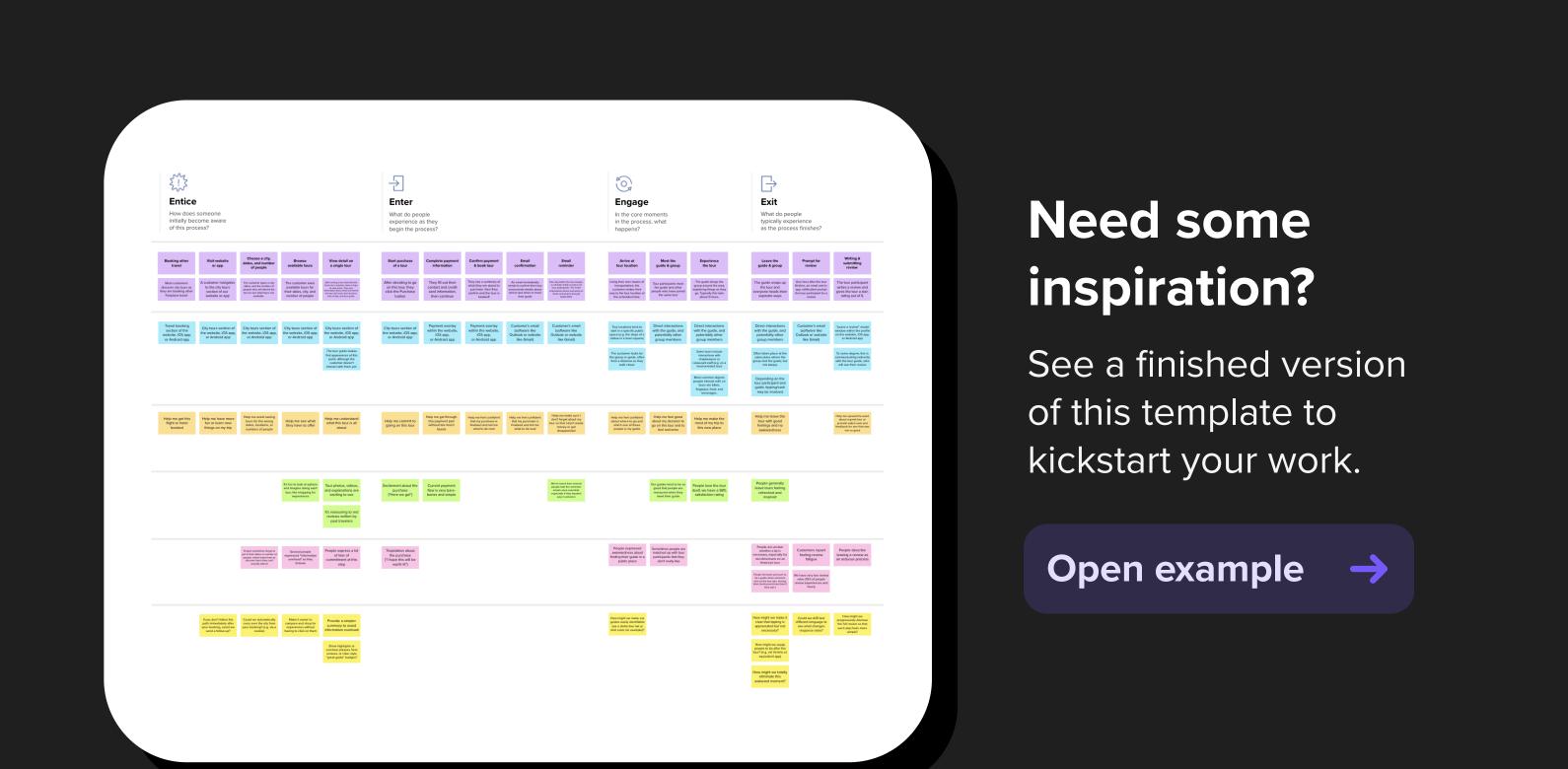


## Customer experience journey map

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.

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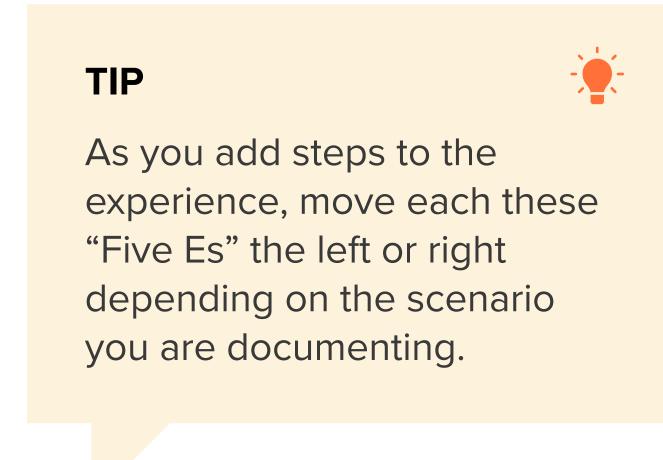
Product School



## 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.

## CUSTOMER JOURNEY



SCENARIO Protect the crop from animals and birds and to measure parameters like soil moisture, temperature and humidity.	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  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?	From the experience of previous work.  Able to identify the defects of already existing systems.  Able to identify the advanced system.  Able to identify the defects of already existing systems.  Able to identify the advanced system.  Failure of existing systems.  Failure of existing advertisements.  The failure of traditional existing system makes the farmers in search of new systems.  The advertisements in newspapers creates interest among farmers.	Curiosity  Hesitation  Not sure about whether it works or not.	Time saving  Farmers can monitor the crops from anywhere and at anytime by remote sensing.  Protecting crops from various factors.  Crop protection  Irrigating the crops.	High yield.  Enhances how farming sector works.  Farmers feel happy on getting increased yield.  Can save money by reducing the labour costs.
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?	Interaction with the farmers in surroundings.  Getting feedbacks from the people who have already used smart crop protection system.	Starts from information provided from the demo.  Welcomed by some persons and be doubtful by some traditional farmers.  There is a confusion on how it works.	People says that this techniques saves money and time.  Farmers can feel the difference between current automated crop protection and traditional farming.	Resuces the excess usage of resources like water.  High yield with enhanced protection of crops.  Informing the surrounding farmers about the smart crop protection techniques.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To protect the crop from animals and birds.  Understand about the crop field and climate conditions.  To increase the crop yield.	Alerting the farmer.  To avoid the losses due to animals, birds and climatic conditions.  To ensure maximum efficiency for farmers.	Irrigating the crops whenever needed.  Continuous monitoring of crops.	Healthy growth of crops.  Profit is high.  Spreading of awareness about smart crop protection techniques.  Investing more crop lands for upcoming years.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Delighted on seeing the better crop productivity.  Excited to start the work in field when heared it is easy to use.	Proud of owing a smart crop.  Increased interest and awareness.	Crop data analysis can be made easy by modern farming methods.  Can get help from other surrounding farmers.	Revenue of farmers can be increased by the supply of quality products.  Improved maintenance of crops.  Improved maintenance of crops.  Sharing the experience.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lack of knowledge about the loT technology.  Bothered about the reviews from other farmers.  Network connectivity was poor in rural areas.	Unpredictable Lack of awareness. weather conditions. and skills.	Requires an unlimited internet connection.  Fear of any damage to damaged due to hard climatic conditions.	Massive amounts of data are collected and maintained, making it challenge to monitor the data.  Feels little nervous and unsure.
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Giving ideas about IoT based farming.  Enhanced crop protection by combining the crop protection techniques.  Increased productivity with less amount of time.	Make sure about the working of sensors before installing it.  Assistance from government to adapt smart crop protection.	Animal attacks can be protected by image processing techniques.  The operation of motor pump can be managed.  Information about the crop can be sent to the owner through IoT applications.	Crops are protected using IoT technology.  Helps in making better harvesting decisions.  Helps in making farmers updated through awareness programs.