## **CUSTOMER JOURNEY MAP**

ESTIMATE THE CROP YIELD USING DATA ANALYTICS	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	Login Onboardi ng  Registrati on if New user User id and password	Visualizati on User can view different dashboards	Analysis  User can analyze and predict the way for profit	Greeting Feedback Users  Providing feedback form for knowing user's satisfaction	Real time informati on Useful
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 touch points or physical objects would they use?	Useful and very Advertisim ent in social media and newspaper  [ Interaction with a thing ]	Can login with Email accounts  Free trail pages available	They perform questionnaire among farmers and analyze  User can perform analysis and interact with it for profit	Able to know about farming knowledge  Experience of Digital Farming	User Friendly for any kind of users  Time Saving concept
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me for Help me Analyzing for prediction	Help me for User friendly better customer experience	Help me track profit Help me for creating free trail page for users Help me avoid less free trails	Help me with experts thought sharing Help me for creating login credentials	Ease of usage Prediction helps in increase of profit
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User has Fear of loss thought because it isnew	No difference between new and old system	Thought of It will price high and exceed  Not budget possible	Doubting it's success  Consumes loyalty of customers	Negative comment Performance  S  Waste of time
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase customer Increase crop value	Using dashboard details users can increase their production  Making login and registration process simple	Updating Features and policies Updating database	User Interface can be improvised	Improve crop production  Improve Quality of Crop