

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 Onboarding Registration if New user Login using User id and password	Visualization User can view different dashboards	Analysis User can analyze and predict the way for profit	Greeting Users Feedback Thanking users for using the Visualization Providing feedback form for knowing user's satisfaction	Real time information 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 informative Advertisement in social media and newspaper [Interaction with a thing]	Free trial pages available Can login with Email accounts	User can perform analysis and interact with it for profit They perform questionnaire among farmers and analyze	Experience of Digital Farming Able to know about farming knowledge	Time Saving concept User Friendly for any kind of users
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me for prediction Help me for Analyzing	Help me for better customer experience Help me for User friendly	Help me track profit Help me for creating free trial page for users Help me avoid less free trials	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 is new	No difference between new and old system	Not possible Thought of it will price high and exceed budget	Consumes loyalty of customers Doubting it's success	Negative comments Waste of time Less Performance
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase crop value Increase customer	Using dashboard details users can increase their production Making login and registration process simple Increasing security	Updating Features and policies Updating database	User Interface can be improvised	Improve crop production Improve Quality of Crop