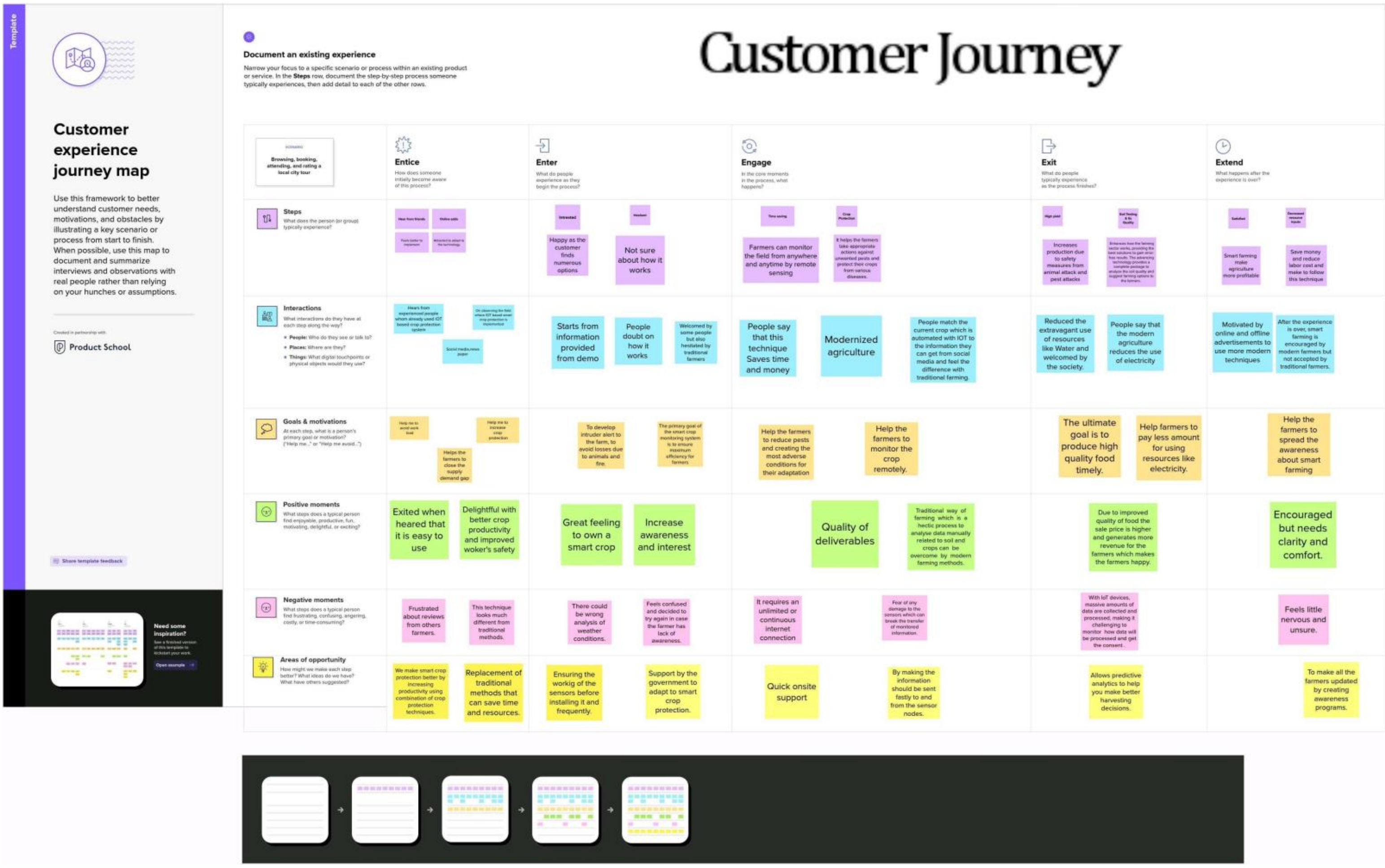
Template
Customer experience journey map
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.
Created in partnership with
Product School
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Need some inspiration?
See a finished version of this template to kickstart your work.
Open example
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
Browsing, booking, attending, and rating a local city tour
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?
Happy as the customer finds numerous options
Not sure about how it works
Farmers can monitor the field from anywhere and anytime by remote sensing
It helps the farmers take appropriate actions against unwanted pests and protect their crops from various diseases.
Increases production due to safety measures from animal attack and pest attacks
Smart farming make agriculture more profitable
Save money and reduce labor cost and make to follow this technique
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?
Hears from experienced people whom already used IOT based crop protection system
Social media,news paper
Starts from information provided from demo
People doubt on how it works
Welcomed by some people but also hesitated by traditional farmers
People say that this technique Saves time and money
Modernized agriculture
People match the current crop which is automated with IOT to the information they can get from social media and feel the difference with traditional farming.
Reduced the extravagant use of resources like Water and welcomed by the society.
People say that the modern agriculture reduces the use of electricity
Motivated by online and offline advertisements to use more modern techniques
After the experience is over, smart farming is encouraged by modern farmers but not accepted by traditional farmers.
Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")
Help me to increase crop protection
Helps the farmers to close the supply demand gap
To develop intruder alert to the farm, to avoid losses due to animals and fire.
The primary goal of the smart crop monitoring system is to ensure maximum efficiency for farmers
Help the farmers to reduce pests and creating the most adverse conditions for their adaptation
Help the farmers to monitor the crop remotely.
The ultimate goal is to produce high quality food timely.
Help farmers to pay less amount for using resources like electricity.
Help the farmers to spread the awareness about smart farming
Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?
Exited when heared that it is easy to use
Delightfful with better crop productivity and improved woker's safety
Great feeling to own a smart crop
Increase awareness and interest
Quality of deliverables
Traditional way of farming which is a hectic process to analyse data manually related to soil and crops can be overcome by modern farming methods.
Due to improved quality of food the sale price is higher and generates more revenue for the farmers which makes the farmers happy.
Encouraged but needs clarity and comfort.
Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?
Frustrated about reviews from others farmers.
This technique looks much different from traditional methods.
There could be wrong analysis of weather conditions.
Feels confused and decided to try again in case the farmer has lack of awareness.
It requires an unlimited or continuous internet connection
Fear of any damage to the sensors which can break the transfer of monitored information.
With IoT devices, massive amounts of data are collected and processed, making it challenging to monitor how data will be processed and get the consent.
Feels little nervous and unsure.
Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?
We make smart crop protection better by increasing productivity using combination of crop protection techniques.
Replacement of traditional methods that can save time and resources.
Ensuring the workig of the sensors before installing it and frequently.
Support by the government to adapt to smart crop protection.
Quick onsite support
By making the information should be sent fastly to and from the sensor nodes.
Allows predictive analytics to help you make better harvesting decisions.
To make all the farmers updated by creating awareness programs.