

CUSTOMER JOURNEY

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| DATE | 15-11- 2022 |
| TEAM ID | PNT2022TMID39204 |
| PROJECT | IOT ENABLED SMART FARMING APPLICATION |

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.

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