

## **Guided Field Trips**

**Project Design Phase-II** 

**Customer Journey Map** 

**Smart Farmer - IOT Enabled Smart Farming Application** 

Enter

Start purchas of a tour

What do people

experience as they

begin the process?

**Team ID: PNT2022TMID18911** 

Maximum Marks =4











Entice

How does someone

of this process?

initially become aware









Extend

If other users interact with this person, they will see these

What happens after the

experience is over?

SCENARIO

Browsing, booking, attending, and rating a

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?

**Negative moments** What steps does a typical person find frustrating, confusing, angering,

City tours section of the website, iOS app, or Android app or Android app or Android app City tours section of the website, iOS app, or Android app or Android app or Android app

Tour photos, videos,

exciting to see

Engage

happens?

In the core moments

in the process, what

Direct interactions with the guide, and

Exit

group members

Often takes place at the same place where the group met the guide, but not always

Depending on the field trip participan

trip with good feelings and no awkwardness

What do people

typically experience

as the process finishes?

People like looking back on their past trips

Help me see ways to enhance my new trip

costly, or time-consuming?

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after carry over the city from your booking, could we you booking (e.g. via a send a follow-up? cookle) to cookle) to having to cick on them

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

How might we progressively disclose the full review so that each step feels more simple?

How might we extend the personal connection to the guide long after the tour is over?

How might we totally eliminate this awkward moment?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)