Guided Field Trips

Project Design Phase-II Customer Journey Map

Smart Farmer - IOT Enabled Smart Farming Application

Team ID: PNT2022TMID18981

Maximum Marks = 4

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



























Browsing, booking, attending, and rating a

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

Leave the guide & group

Direct interactions with the guide, and potentially other group members

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?

each step along the way?

Places: Where are they?

Things: What digital touchpoints or

Start purchas of a tour

on this field trip, they click the Purchase button

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

with the guide, and

with the guide, and potentially other group members

Interactions

What interactions do they have at

People: Who do they see or talk to?

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...")

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

Help me leave the trip with good feelings and no awkwardness

andguide, tipping/cash may

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

Help me see ways to enhance my new trip

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

Positive moments What steps does a typical person

and explanations ar exciting to see

purchase ("Here we go!")

Current payment flow is very bare

People love the tripr itself, we have a 98% satisfaction rating

leave trip feeling refreshed and inspired

People like looking back on their past trips



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



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

People describe



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 your booking, could we your booking? (e.g. via a send a follow-up? cookie) Make it easier to compare and shop for experiences without send a follow-up?

Provide a simpler summary to avoid information overload

How might we make it clear that tipping is appreciated but not necessary? Could we A/B test different language to see what changes response rates? How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)? How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app) How might we extend the personal connection to the guide long after the tour is over?

How might we totally eliminate this awkward moment?