**Customer Journey Map.** Project Title: **Exploratory Analysis of RainFall Data in India for Agriculture.** **Team ID - PNT2022TMID10548**

## SCENARIO

*Getting Rainfall Prediction for a particular place or region*

## 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?

- Faces the problem and begins to solve it on their own, with the help of family and friends
- Explores digital solutions involving mass media, apps, ads
- Learns about rainfall predictor web apps from news and government agencies
- Begins rainfall prediction based on their instincts and experiences
- Tries to get familiar with UI and available features
- Checks about app price and subscription if available
- Enters random inputs in the app to check the predicted outputs
- Logins or registers with user credentials
- Chooses a specific region to get prediction results
- Tries and tests all the features that are required for daily needs
- Explores various visualizations available on the dashboard
- Executes the same things for other places or regions and checks the app efficiency
- Logs out of the system
- Gains trust by comparing actual and predicted results
- Adapt themselves to the web app and recall the features or services available
- Become dependent on the app or product in the long run

### 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?

- Explores blogs, social media and contacts connections
- Uses smartphones and open the required web app or rainfall predictor
- Seeks help from others on how to use
- Reads out the user manual from the webpage on how to use the product
- Interacts with UI which is available with simple language
- Gets aware of all the controls and options present in each section (eg, profile, prediction, feedback)
- Interacts with other users about the app features and results
- Recommends to other farmers, plantation workers
- Gives feedback based on the experiences

### Goals & motivations

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

- Help me to get accurate rainfall prediction
- Help me to get higher crop production and profits
- Help me to get satisfied with the results with less bandwidth consumption
- Help me to avoid data breach and inaccurate prediction
- Help me to get future alerts and heavy rainfall warnings

### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- User-friendly web application
- Secured with User Authentication
- Portable and usable in Mobile platforms
- Easy to use and flexible for daily needs
- Proper plannings & reliable decisions made from the predicted reults
- Exciting visualisations of rainfalls in various regions of India
- Relevant alerts and warnings
- Regularly updated FAQs for users
- Effective feedback and support
- Reliable and 24/7 available

### Negative moments

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

- Assurance and guarantee of the prediction
- Concerns about data privacy
- Network Disruption in rural places
- The user's Mobile gets slowed or hanged
- Ads consuming screen space and user time

### Areas of opportunity

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

- Increasing Model accuracy
- Enhancing communication between the user and system
- Integrating more interactive visualizations for better user insights
- Addressing customer issues and complaints as soon as possible
- Adding regional languages like Bengali, Tamil, Kannada along with English
- Adding voice assistant support for impaired users