Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	identify the production of farming land and major economical loss	reducing top soil erosion and soil health management · use of scarce resources within their production environment and manage these in an environmentally and economically. · customer searches for the product	to connect the sensor through mobile application · see working of the product · fix the product · see the working of the product in the agricultural land.	at end increasing the quality &lowering the food cost · customers tell their problems · customer tells about how he/she overcame the problem.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	ACHIEVE: enables farmers to obtain data indicating factors such as precise moisture content, soil quality, fertilizer requirements and when to plough. · AVOID: Increased use of fertilizers has led to the loss of soil fertility, prolonged droughts & shortage of water.	have enough knowledge to manage iot related devices · simple and understandable · hassle free monitoring.	farmers to handle its regular checking and work according to the iot based procedure. · paper presentation · quality assurance · testability	Improve Yield and Ensure better health · Increased Farmers' Income &Employment Generation. · Minimize cost of production and increase farmer's income
Touchpoint What part of the service do they interact with?	mobile application & devices are connected through iot syste	mobile applications · devices connected by sensors · error free web service	notification in mobile application · buzzer sound · tape the sensor and connection report · social media.	build farmer strength to environmental stock · plant many crops · minimum support prices for all crops.
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😁	🙃	😇	🥳
Backstage				
Opportunities What could we improve or introduce?	use similar other products.	suggest trying an cost efficient	provide guidance for using the product	Increase/decrease a leading metric by improving X or