

## **Project Design Phase-II**

### **Customer Journey Map**

Date	20 October 2022
Team ID	PNT2022TMID20403
Project Name	Estimate the crop yield using data analytics
Maximum Marks	4 Marks



# 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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## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	<div> Entice</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> Extend</div> <div>What happens after the experience is over?</div>
<div> SCENARIO</div> <div>Predicting the crop yield using data analytics and ML technology.</div>	<div> Steps</div> <div>What does the person (or group) typically experience?</div> <div><div>How to increase my crop production</div><div>Social media platform can be used for Advertising</div><div>Existing users feedback can be collected</div></div>	<div><div>The output will be the prediction result</div><div>After knowing the results in a quick process, people might get relieved</div></div>	<div>User friendly model might engage the people to work with the appication conveniently</div>	<div>Users will get fast and efficient results as it is more user friendly and time efficient</div>	<div>Users might get excited to interact with buisness partners to implement model</div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ People: Who do they see or talk to?</li><li>■ Places: Where are they?</li><li>■ Things: What digital touchpoints or physical objects would they use?</li></ul></div>	<div><div>They can predict the crop yield by reports</div></div>	<div><div>The output will be the prediction result</div><div>Interaction with a person: Discussion with co farmers to know about the prediction level</div></div>	<div>The crop yield is predictable by technology</div>	<div>User(farmer) may recommend this for others as well</div>	<div>They try to expand their agriculture business with other buisness partners(farmers)</div>
<div> Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>This product HELPS ME to find which crop to sow in different weathers and reduce time</div><div>This product HELPSME AVOID wasting money</div></div>	<div>This product HELPS ME to increase productivity and reduce time and save my money</div>	<div>Data upload should be easy,handling of data should be efficient</div>	<div>Data leakage shouldbe avoided and privacy must be maintained</div>	<div>Helps to extend the project in a larger scale and improve buisness</div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Early knowing of the climate changes and predicting for crop yield gives some kind of peace and satisfaction</div>	<div>If the climate changes will occur in the future, itis identified before it would occur</div>	<div>The process saves time and user feels relaxed</div>	<div>Detect other things as well like which crop can sow which will lead to profit</div>	<div>Accurate quick prediction, which is veryuseful for the user(Farmers)</div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Some people might think about the whether this is useful or not?</div>	<div>People might feels sadness : what if this prediction yields loss instead of profit?</div>	<div>Uneducated people might have difficultyin using the user interface</div>	<div>User buisness mightget affected due to mistakes</div>	<div>If the model prediction didn't match the reality it leads to confusion</div>
<div> Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Give proper awareness to peopleabout the estimation of agriculture crop yield prediction</div><div>Use digital marketing and advertisements to make people more aware</div></div>	<div>Process procedure explanation can be done</div>	<div>User tools guide user for navigation</div>	<div>Sending emails or SMS to users about the prediction results</div>	<div>Increased user traffic can be handled by a more stable server</div>

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

