Customer experience journey map

Use this framework to be understand customer neemotivations, and obstacle illustrating a key scenario process from start to finis When possible, use this nodocument and summarize interviews and observation real people rather than reform your hunches or assur

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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.

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

Browsing, booking, attending, and rating a local city tour	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?	Through digital marketing Directly meeting the farmer in the field, ask them about the problems they are facing and then explain them about the app	Slowly the farmer will get familiar with the app and know how to use and deal with them	This method is more effective than the existing and conventional methods	High yield Less wastage of water	This method is effective than the present system
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?	Hesitate to do the process fearing that whether it will give desired results or not	Farmer or the customer get to know how to handle the app through the person who has knowledge about the application	Develop trust Isovards the upp and will be eaget to know and learn more about It	Through the technical assistance the customer would use the app	Gain experience while using the app and have high yield
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To lower the loss in the yield and to employ technology in the farming making it the easier one	The positive yield at the starting provides hope and trust to the farmer to further use the app in the future	They will relatively compare the yield before and after the use of the application	They would be satisfied with the outcome and go on to use the app in the future also	Employ this app in other farming applications also
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Curious to know how the technology works hoping to get the high yield	Aware of new techniques in the farming	Learn the app technology in the positive way	Would get to know about the developments in agriculture	They may give positive feedbacks about the app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Feeling difficult to move from conventional practices, finding the app costlier and trust issues at the first attempt	After getting familiarize and trust, farmer would show interest to buy the app	Learning process is not easy for everyone	Learning process and understanding may be hard	Shuld have people to assist if they find the learning to be difficult
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	[Idea]		Can also be used in terrace gardening		The customer would see the visible growth in the farming



