

Project Design Phase-II

Customer Journey

Date	03 OCT 2022
Team ID	PNT2022TMID13447
Project Name	Project - Estimation of Crop Yield using Data Analytics
Maximum Mark	4 marks

Customer Journey

Customer journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act, or identify key moment of interaction between the user and the organization. To create your own, think about your goal of teaching customer about your company.

	AWARENESS	CONSIDERATION	DECISION	RETENTION
MOTIVATION	Information about Researched data report	Compare the past data	Try to overcome loss	Comparatively Gain the profit than past
GOAL	Data report	More crop yield and profit for farmers	Make them work work smart	Continuous mor crop yield and profit
INTERACTION	Agri-Camp, Social Media	Camp, Website and advertisements	Direct informati on the farmer	Seasonal period support

Project Design Phase-II

Customer Journey

OPPORTUNITIES	Advertisements and creating camp	Show advantages	Enhance crop yield and decrease loss of appetite	Loyalty data Report and Visuals
---------------	----------------------------------	-----------------	--	---------------------------------