



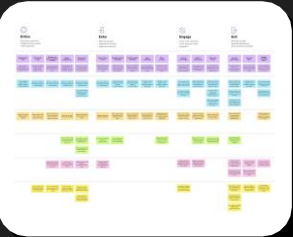
# Customer experience journey map

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 withreal people rather than relying on your hunches or assumptions.

Created in partnership with

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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.

**TIP**

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

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Here from friends</div> <div>online ads</div> <div>Feels better to implement</div> <div>Attached to adapt the technology</div>	<div>Login to the app</div> <div>Location specification</div> <div>Soil type</div> <div>rop liked to cultivate</div> <div>Login with valid information customer details</div> <div>Customer must provide the correct location type</div> <div>Type of the soil present in the location should be provided by the user.</div> <div>user can specify the crop they want to cultivate.</div>	<div>Extension uncontrolled,</div> <div>Prevention and positioning technologies.</div> <div>They can send the message about the crop protection system if the crop protection system is not working.</div> <div>The sensor is used to detect the level of crop damage, the device sends the notification to the farmer.</div> <div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div>	<div>On observing the field where IoT based smart crop protection system is implemented.</div> <div>Hears from experienced people whom already used IoT smart crop protection system</div>	<div>Starts from information provided from demo</div> <div>People doubt be hope it works</div> <div>Welcomed by some people and hesitated by traditional farmers</div>	<div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>
<div></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>Help me to avoid work</div> <div>Help to increase crop protection</div>	<div>The primary goal is to customer understand about and get benefit by using the product</div> <div>Learning about device</div>	<div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>User friendly</div>	<div>Secure application</div> <div>Increase productivity</div>	<div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>It requires continuous internet connection to be successful</div>	<div>Delaying in receiving OTP</div>	<div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>
<div></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>Provide simpler information about smart farming</div>	<div>By these technology most iterate peoples are ready to do farming</div>	<div>Early report the current state of the crop to the farmer</div> <div>Analyse status of the crop</div> <div>Website to monitor the crops level.</div> <div>Information that can be shared with others.</div> <div>To avoid the disruption.</div> <div>Save from significant financial losses.</div> <div>Protecting their overheads and fields.</div> <div>Reduce water consumption.</div> <div>Source of income in rural areas.</div> <div>positive impact in environment</div> <div>managing database</div> <div>Failed to enter database.</div> <div>This application can be used in terrace gardening.</div>	<div>Automatic protection and warning system can reduce the damage to crops.</div> <div>The user can contact if they have any hardware while using the app</div> <div>Feel easy to monitor the crop</div> <div>The device may send the wrong information</div> <div>Achieving better crop yields economic well being</div> <div>Affordable to farmers.</div> <div>People love to remote access control</div> <div>There will be hard learning procedure and unders tanding</div> <div>Confirming the exit option by user.</div>	<div>They feel hygiene crop protection system</div> <div>Communication technologies to increase the quality and quantity.</div> <div>It reduces the cost of production</div> <div>Sensor can be damaged when animal intrusion</div> <div>Well maintained form</div> <div>Resources increases.</div> <div>This may recommend positive feedback about the app helps people to work with the app.</div> <div>If learning because it is a learning tool, the user can learn the app and the user can learn the app.</div> <div>Customer will know about the tremendous growth in agriculture.</div>

