

Customer Journey Map

Team Id : PNT2022TMID36075

Project Title : Exploratory Analysis Of Rainfall Data in India For Agriculture

Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Farmers come across the problem and they find the way to solve that problems.	Social media, Blogs, Field developers Through marketing platforms Easy Login features and daily notifications	Searches through various medium Farmers encounter the problem Farmers identify the solution	Recommends it to other farmers.
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Before cultivation, Farmers wants to check the weather condition Trust issues in the rainfall prediction	Gathering the rainfall data To make the farmers think positively	Identify positive and negative of the solution The farmers give importance to rainfall to maintain their crops	Make the user satisfied with the service Need of user reaction to improve the system
Touchpoint What part of the service do they interact with?	Predicts the rainfall with the ML model	They talk about the accuracy of the result. Our goal is to provide the most accurate result. Help farmers to get benefit from our predicted result.	A user friendly application to help farmers Disputes with co farmers who have knowledge about it Social connections	To improve the interactive experience.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤔	😊	😄	😁
Backstage				
Opportunities What could we improve or introduce?	Minimize risks to life and property	Pollution free	Proper communication between the Farmers	To alert the farmer in