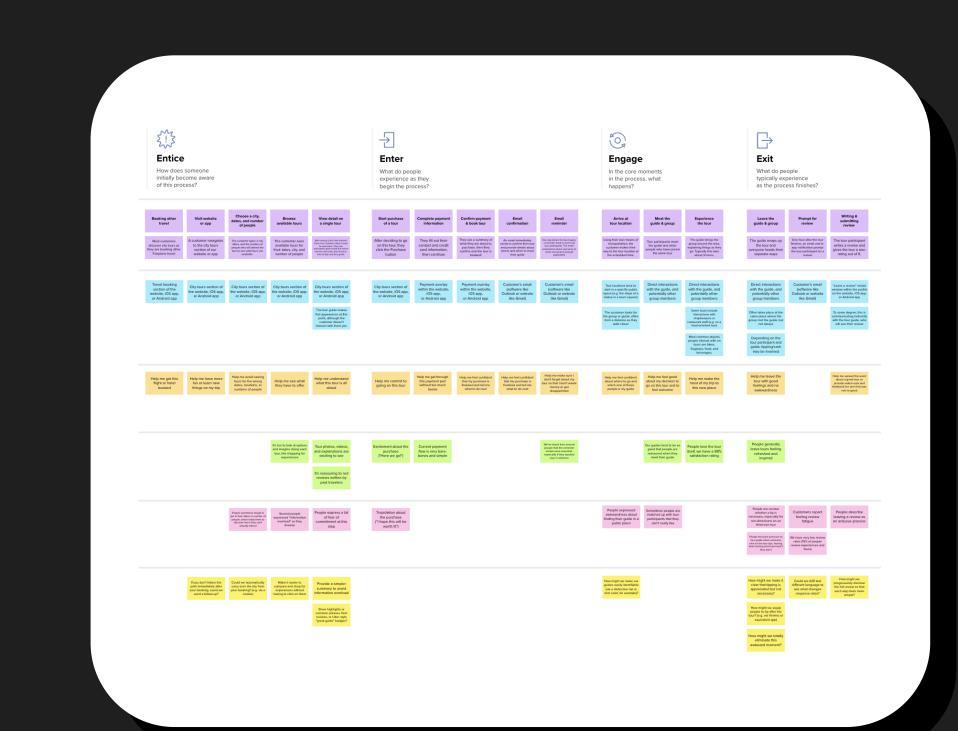


experience journey map

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.

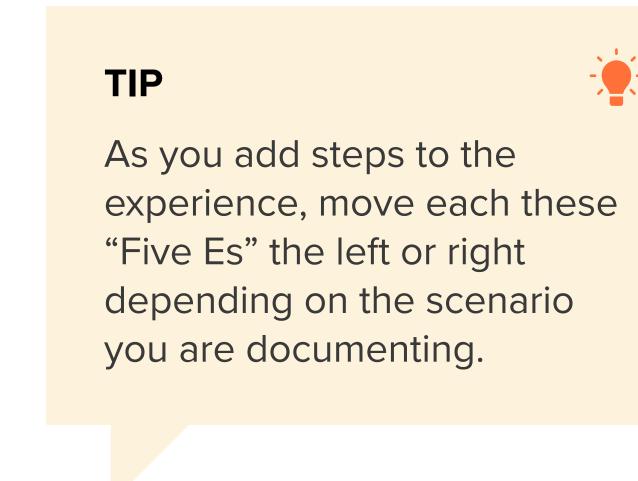






Document an existing experience

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.



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?	The user has to login to the website The user has registering for the new user The user id and psw are must required to login	Lot of confusion to how to use the dashboard Seeing a lot of information displayed	Comparison of different charts Provide me with the user friendly	Getting an idea on the factors which leads to the better yeild In order to determine the satisfaction of users,feedback forms are provided	A real time
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?	Interacting with the online helpers for farmers Interacting with the agricultural experts	Interacting with the other farmers that how did they started using it Login using your registered id and psw	They are able to use the insights for better decisions of the crop yield Analysis can be performed and profit can be made by users	surveyed and the farming	Digitized farming use this website Any user can Concept for time saving
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to estimate the crop yield Assist me for prediction	Help me for better customer experience Help me to use and access the necessary sources	Help me to make new ideas for creating the dashboard Help me to track the profit analysis	Help me to create an interactive dashboard Help me with sharing thoughts	Help me for high productivity Help me to avoid user inconvernience
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited about using the new technology in farming Eager to see an visible outcome in the field	It is interactive for using Feeling that it is very easy to proceed	and crop p	It is an update feature of farming	proper irrigation prediction prediction proper increased
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Thr user has fear of loss because it is new the network technology	Feeling bad unable to use to analyze it faster	finding the under	consumes a loyalty of customer	Engaging to collecting good cultivation studies
How might we make each step better? What ideas do we have? What have others suggested?	Creating awareness among the people about the precision agriculture Increasing the advertsiment	The security can be increased Providing the step by step guideliness	dathase	lating the tures and can be improved	improve crop production improve the quality of crop