Template

Smart Farmer 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.

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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.

SCENARIO: **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?	Social Media Marketing; Awareness Camps; People Can Visit Websites And Social Media Pages; People Get To Know Hearing From Others Who Have Attended The Campaign	Good Experience; Hassel Free Devices; Reduction Of Man Power	Message Alerts; Turn On/Off Motor; Alerts In Mobile Devices	Yield Of Crops; Feedback Of Users	Farming From User Mobility; Personalized Work Predicate
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?	People Interaction with Family Members And There Friend; Provide Issue In Correct Environment; Speaking Out To Once Who Are In Need Of It	Happy And Friendly In Nature; Assistance With You; Everthing Is Managed With USer Devices	Shows Motion, Humidity, Temperature	Gmail Of The User; Feedback Is Submitted By The User	Experience From And Mobilar Devices Android And IOS
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Understandig The Devices; Help Using the Devices; Help TO Repair And Service Devices; Provide All The Facilities	Access The Motor For Watering	Can Do Other works Simultaneously Without Any Fear	Future Work Can Be Done	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Learning Is A Process; Need Self Interest For Learning; Contribution Is Still An Need; Maintained Plant Health	Can Access Water Pump To Pump Water		Rmote Access From Any Part Of The World; 90 % Accuracy	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Difficult To Comunicate; Pain And Discomfort; Rest Is Not Provided	Lack Of Knowledge Based On Electricity			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Helps In Transportation; Gardening; Field Visits	Technology Has Involved People Into This Technology			

Need some inspiration?

See a finished version of this template to kickstart your work.

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