Project Design Phase-II
Customer Journey

Team ID	PNT2022TMID20635
Project Name	Project – Estimate crop yield using data analytics
Maximum Marks	4 Marks

Customer Journey Map

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 moments of interaction between the user and the organization. To create your own, think about your goal of teaching customers 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 smart	Continuous more crop yield and profit
INTERACTION	Agri-Camp , Social Media	Camp , Websites and advertisements	Direct information the farmer	Seasonal period support
OPPORTUNITIES	Advertisements and creating camp	Show advantages	Enhance crop yield and decrease loss of appetite	Loyalty data report & visuals