



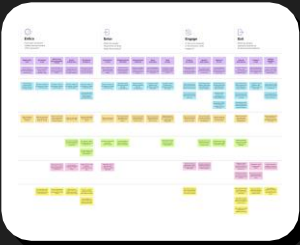
# Customer experience journey map

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 with real people rather than relying on your hunches or assumptions.

Created in partnership with  Product School

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<div><div><div></div></div></div> <div>Document an existing experience</div> <div>Narrow your focus to a specific scenario or process within an entire product or service. In the <b>Steps</b> row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.</div>	<div><div><div></div></div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div><div><div></div></div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div><div><div></div></div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div><div><div></div></div></div> <div>Exit</div> <div><div><div>TIP</div><div>As you add steps to the experience, more people will likely experience it. *Five Exit steps are included in this template, depending on the scenario you are documenting.</div></div><div>What do people experience as they finish the process?</div></div>	<div><div><div></div></div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div><div><div><div><div></div></div><div>Steps</div><div>What does the person (or group) typically experience? Browsing, booking, attending, and rating a local city tour</div></div></div></div>	<div><div><div><div><div>In online mode we will do digital marketing using advertismtent</div><div>we will reach the customer directly ask about there problems and provide effective solutions if their problems match our application</div><div>we will provide them knowledge about our application and make farming even more easier</div></div></div></div></div>	<div><div><div>customer will learn the applications and how to use them</div></div></div>	<div><div><div>By using the application soil monitoring and irrigation methods can be done effectively than the existing methods</div></div></div>	<div><div><div><div>productivity yield will be higher</div><div>wastage of water will be lesser as compared to other irrigation system</div><div>There will no soil erosion</div></div></div></div>	<div><div><div><div>the present system this application is</div><div>Compared to more effective</div></div></div></div>
<div><div><div><div><div></div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ People: Who do they see or talk to?</li><li>■ Places: Where are they?</li><li>■ Things: What digital touchpoints or physical objects would they use?</li></ul></div></div></div></div>	<div><div><div>At the starting the customer will be worried about the process and they will think whether it will be effective</div></div></div>	<div><div><div>The customer will get to handle application through the person who has the knowledge about that application</div></div></div>	<div><div><div>they will develop some sort of trust towards the application and will be eager to learn more about the application</div></div></div>	<div><div><div>They will be able to use the app with our technical assistance</div></div></div>	<div><div><div>They will have good experience while using this app and they will have productive yields</div></div></div>
<div><div><div><div><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></div></div>	<div><div><div>The primary goal is to lower the productivity loss and to make farming easier</div></div></div>	<div><div><div>Initially the growth of the plants can be seen &amp; it provides more hope to use the application</div></div></div>	<div><div><div>They will compare the growth and production before and after the use of application</div></div></div>	<div><div><div>They will be satisfied with the outcome &amp; will not their decision of using this application</div></div></div>	<div><div><div>They will expand their usage to other farming application</div></div></div>
<div><div><div><div><div></div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div></div></div>	<div><div><div>At first there will be excited to see on how the technology works</div></div></div>	<div><div><div>they will be aware of many new techniques in farming</div></div></div>	<div><div><div>positively they will learn the app technolgy</div></div></div>	<div><div><div>They will get to know about the tremendous developments in agriculture</div></div></div>	<div><div><div>They may recomend their positive feedbacks about the app and help people to work with the app</div></div></div>
<div><div><div><div><div></div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div></div></div>	<div><div><div>At first they will find the app costly and will have trust issues</div></div></div>	<div><div><div>And once if they trust and have enough budget they will buy the app and the learning process is quite challenging</div></div></div>	<div><div><div>The learning process is not easy for everyone the understanding capacity differs</div></div></div>	<div><div><div>There will be hard learning process and understanding</div></div></div>	<div><div><div>If learning become an challenging task one cant handle the app all alone and should have a people assiting them always</div></div></div>
<div><div><div><div><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></div></div>			<div><div><div>This application can be used in terrace gardening</div></div></div>		<div><div><div>Customers will come to know about the tremendous growth in agriculture</div></div></div>



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