



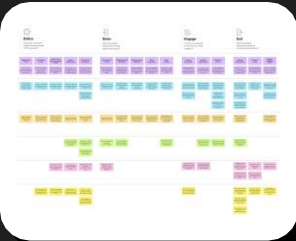
# Customer experience journey map

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.

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## CUSTOMER JOURNEY/ USER MAP

## EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

### TEAM MEMBERS:

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<div>Scenario Predicting Weather,Irrigation pattern deciding.</div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Use the Solution given by Farmers or sales people use this app to check weather</div><div>choose the month and Farmers check for the rainfall</div></div>	<div><div>Think how location some people may trust the app, some won't</div><div>Check location Data and By using previous year data, prediction may be possible.</div></div>	<div><div>Know the location and give the result</div><div>give an idea about weather Farmers and sales people gets an idea about rainfall pattern.</div></div>	<div><div>Decides irrigation pattern According to the rainfall, the farmer can decide what seeds to sow and not to sow.</div><div>Saves water If it is drought, the farmer needs to save water.</div><div>Makes decisions If it is flood, the farmer should make necessary decision</div><div>Sales person decide whether to sell the things or not.</div><div>Sales person checks for the summer crops</div><div>Sales person checks for the other seasonal crops</div></div>	<div><div>Farmers makes actions</div><div>Sales person makes necessary action.</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div></div>	<div><div>Interactive interface seen by users</div><div>Interactive interface seen by users</div></div>	<div><div>Users can see the month and location of them</div><div>Users can see the month and location of them.</div><div>Users can use the data to navigate the details.</div></div>	<div><div>Users can check for their location</div><div>Users can choose the month</div><div>Users can check for the rainfall</div></div>	<div><div>Result is shown</div><div>Thank you message will be shown for using the map.</div></div>	<div><div>Completed experiences section of the profile on the app or web.</div><div>Users can save it and show to other users who cannot use this</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>Help me to use this app or web or model</div><div>Help me to predict the rainfall for Agriculture</div><div>Help me to avoid stress and frustration</div></div>	<div><div>Help me to choose the location using advanced location tracing.</div><div>Help me to avoid other parameters in the web or app or model</div></div>	<div><div>Help me to filter the details properly</div><div>Help me to avoid other confusions and guide me the correct way</div></div>	<div><div>Help me by showing clear and accurate result</div><div>Help me to avoid many advertisements and other untrusted source.</div></div>	<div><div>Help me to promote this app or model or web to other users</div><div>Help people to avoid misbelief about technology</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>Its fun to imagine using a new app or model or web</div><div>It's a great feel to look about the developments seen in technology.</div><div>Data science provides us a wonderful way to bring out accurate results.</div></div>	<div><div>Users find it easy to use</div><div>All the details are easy to navigate</div></div>	<div><div>Users find it attractive way of predicting weather</div><div>Users can learn the way of using easily with the help of other users.</div></div>	<div><div>Data science provides us a wonderful way to bring out accurate results.</div><div>Farmers and other users get real happiness of predicting weather</div></div>	<div><div>Farmers will be happy as their crops are saved and economic loss is prevented</div><div>Sellers and other users will be happy as they can decide about the availability of foods to prevent shortage of food.</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>Non-Literate users find it difficult at the starting of usage.</div><div>Users need the knowledge of Data Science if they wish to work in this project</div><div>Users regret to take the first step to trust a new app</div></div>	<div><div>Users need internet connectivity regularly</div><div>Users' device may not be compatible-sometimes to work with this app or model</div></div>	<div><div>Sometimes, some remote village locations are not seen in the location field.</div><div>Poor internet connection may slow down the results.</div></div>	<div><div>As always, Nature is hard to predict, the results may be wrong</div><div>The farmer may be pushed into economic losses</div><div>This causes anxiety, pain and depression in users.</div></div>	<div><div>Crops may be destroyed due to wrong results</div><div>This may be life threatening to farming animals, human beings and also other living beings</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>We should create an intuitive function</div><div>Software should be given</div></div>	<div><div>Users may be advised</div><div>Software can use the device as modification</div></div>	<div><div>Breaking of Dams is also</div><div>This update notification</div><div>Users should follow the steps that can be shown</div><div>Users can get the necessary information</div></div>	<div><div>The App or model can</div><div>It can even tell us about</div><div>Users can be told to use the app monthly</div><div>Information can be sent to users</div></div>	<div><div>The app could suggest even</div><div>It can show extra</div><div>Information and suggest according to your use cases</div><div>Information can be sent to users</div></div>