


## Project Design Phase-II

# Customer Journey Map


Date	17 October 2022
Team ID	PNT2022TMID38676.
Project Name	Exploratory Analysis of Rainfall Data in India for Agriculture
Maximum Marks	4 Marks



## 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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**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.

**TIP**

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	Entice	Enter	Engage	Exit	Extend
<b>SCENARIO</b> Browsing, booking, attending, and rating a local city tour					
<b>Steps</b> What does the person (or group) typically experience?	Visit the website A customer navigates to the predictions of our website	There is get familiar with it Login to register Email confirmation Enter location, find and share the predicted results	Shows a specific region to get predicted results Explore various visualization	Logs out of the web application	Share some personalized recommendation
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Use the website phone use other social prediction Explore steps and social media contents	See the user manual content and know about it uses	Know About the all controls and options present in it	Check the prediction See the prediction accuracy	Give the feedback based on the experience
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to know about rainfall Help me to understand the predictions	Help me get through the registration part without too much hassle Help me feel confident about rainfall	Help me satisfied with the results Help me to get clear visualizations	Help me to get more accurate prediction Help me to avoid any cost loss	Help me to get future alerts and heavy rainfall warnings
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is a user friendly web application Data visualization gives the confidence to prediction	Excitement about the accuracy of prediction Decisions can be made easy	The various levels of predictions is useful Heard from several people that the computerized results were essential	It shows the relevant alerts and warnings prediction results can be made easy	Effective feedback Decisions can be made easy with efficiency
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes enter the inconsistent inputs People express a bit of fear of commitment at this step		Negotiation about the prediction Several people expressed "information overload" in the browser Network disruption in rural areas People expressed new members about finding their prediction	People feel great pressure to predict the weather Customers report having review fatigue	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have?	Increasing model accuracy Increasing model accuracy Provide a single summary to avoid information overload		How might we make suggestions easily identifiable	Integrating more visualization How might we truly address customer problems? How might we truly address customer problems?	How might we truly address customer problems? How might we truly address customer problems?

Customer journey experience template: <https://app.mural.co/invitation/mural/vikramp0830/1665735316868?sender=uabcee5bc988196c782462097&key=cf97c6ce-62c7-4a4e-b791-7f2603f42206>