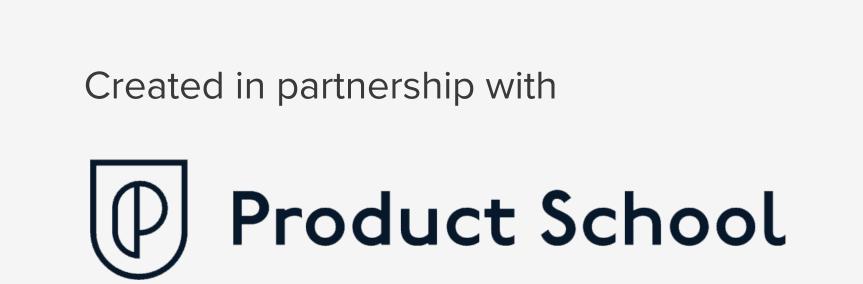
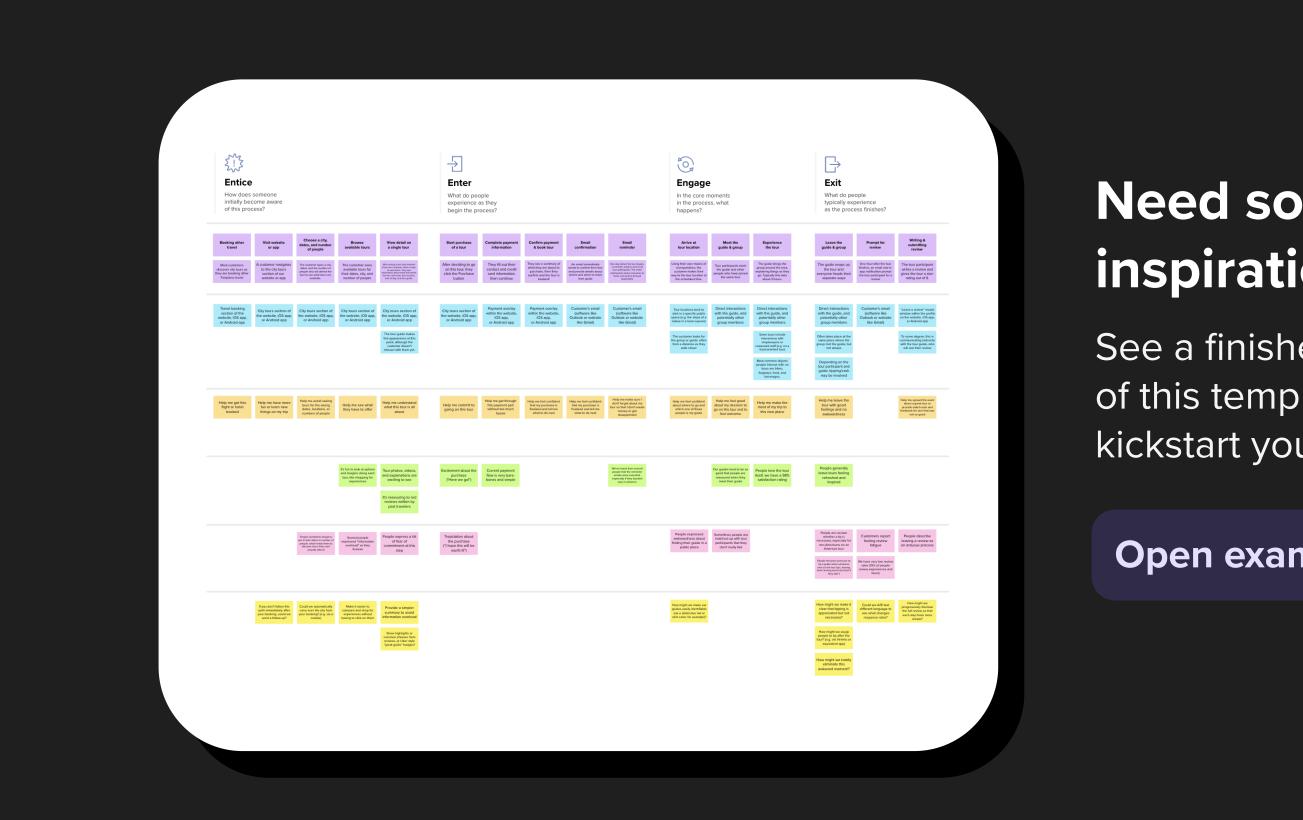


Customer experience journey map

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.



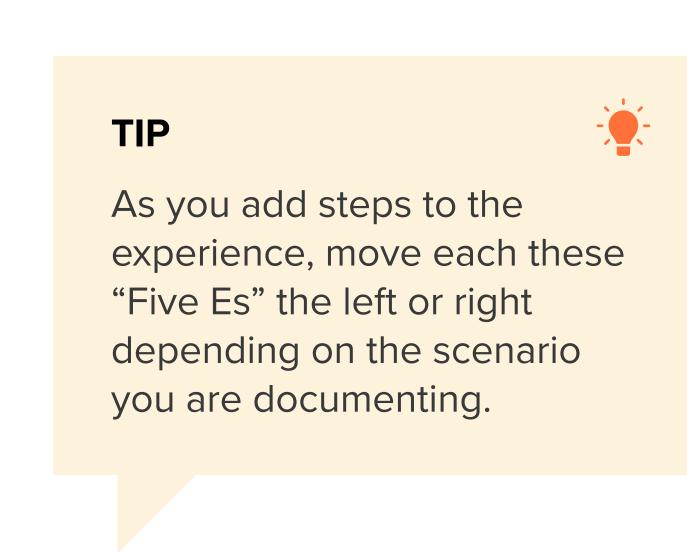
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Document an existing experience

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.



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?	Higher crop productivity. Reduced impact on natural ecosystems.	Customer experience the applications Learn many technologies and how to use them	Helps farmers to better understand the important factors such as water, topography	Productivity will be higher Monitor agricultural land	Reduce poverty, raise incomes
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?	Create Interactive Programs Increased production	Atfirst customer will worried about the process	loT knowledge experienced person will help the customers	Give as many examples of real time to make trust us	Customers able to use apps to improve productivity yields
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Adapting and building resilience to climate change Reducing and removing greenhouse gas emissions, where possible.	Helps to motivate many real time applications	Compare both before and after productivity	Make more decisions to improve productivity	It will provide many reasons to improve the smart farming
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Reducing risk in agriculture	Provide many awareness to improve technologies	Enable management of a greater number of resources	Customers know about many apps to improve	Give many positive feedbacks to help people
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	. High Cost	Equipment needed to implement IoT in agriculture	Customers may not have time to process data.	Increased Processing time	Lack of Infrastructure
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Providing data to farmers for rational farm management plans to save both time and money.	Farmers can schedule daily watering and fertilising times for their crops while saving the cost of resources.	Livestock monitoring.	Customers will come to know about the tremodeous growth	Improving quality of rural life.