

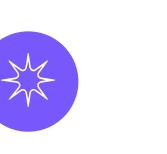
experience Journey map

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

(P) Product School

Share template feedback



Document an existing experience

Places: Where are they?

Goals & motivations

At each step, what is a person's

primary goal or motivation?

Positive moments

Negative moments

What steps does a typical person

Areas of opportunity

better? What ideas do we have?

What have others suggested?

How might we make each step

find frustrating, confusing, angering,

What steps does a typical person

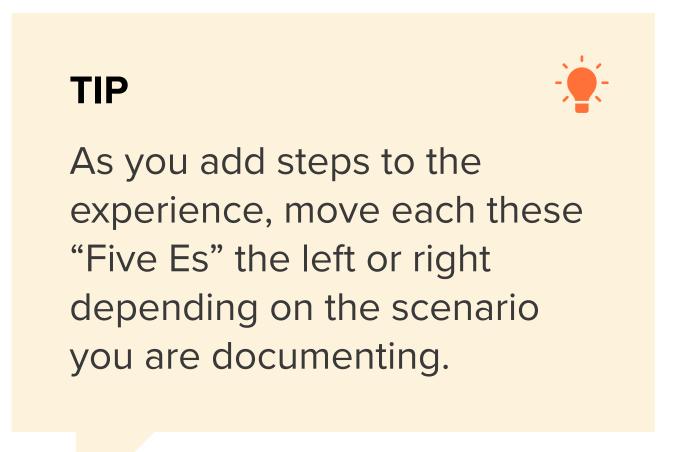
find enjoyable, productive, fun,

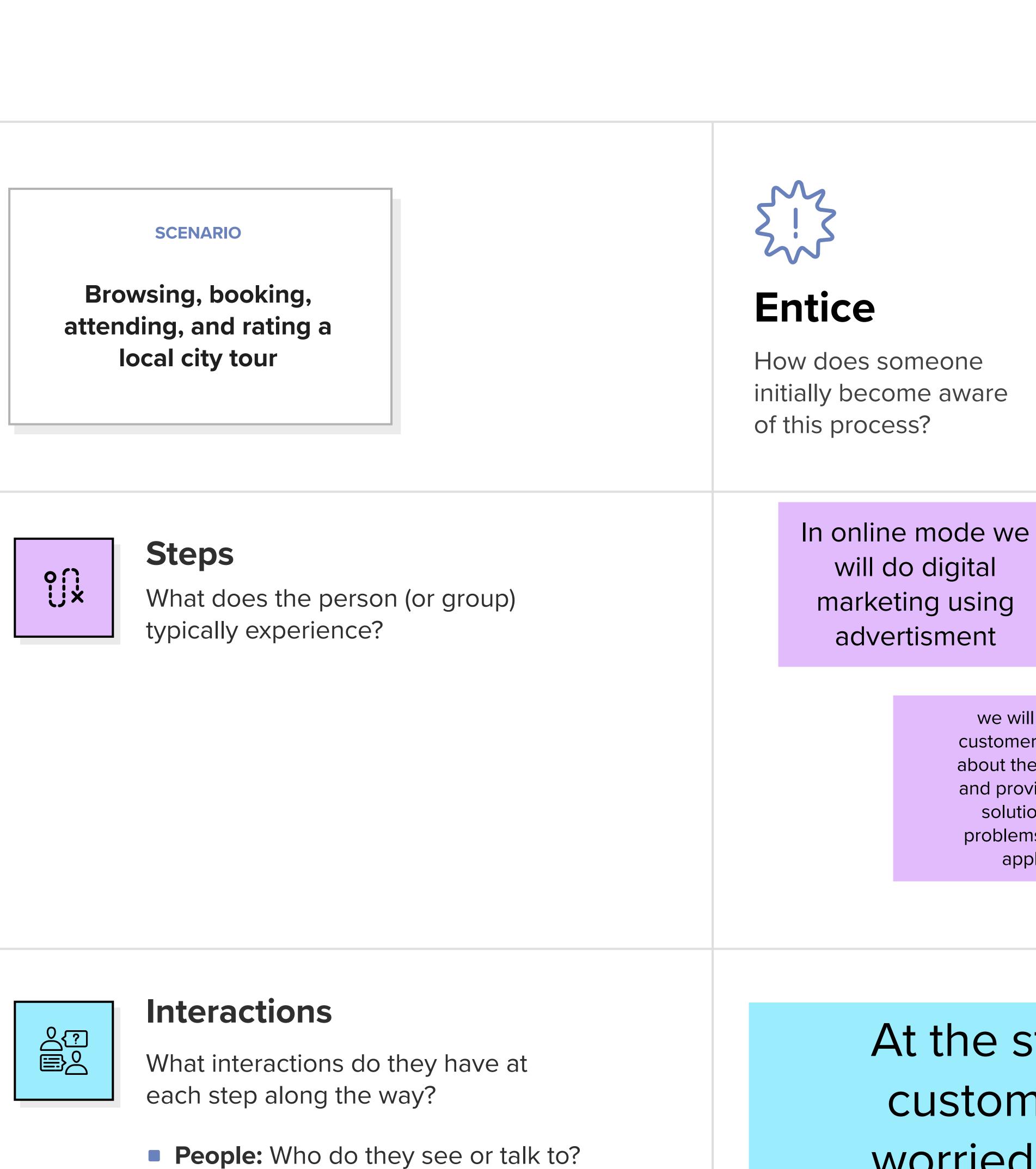
("Help me..." or "Help me avoid...")

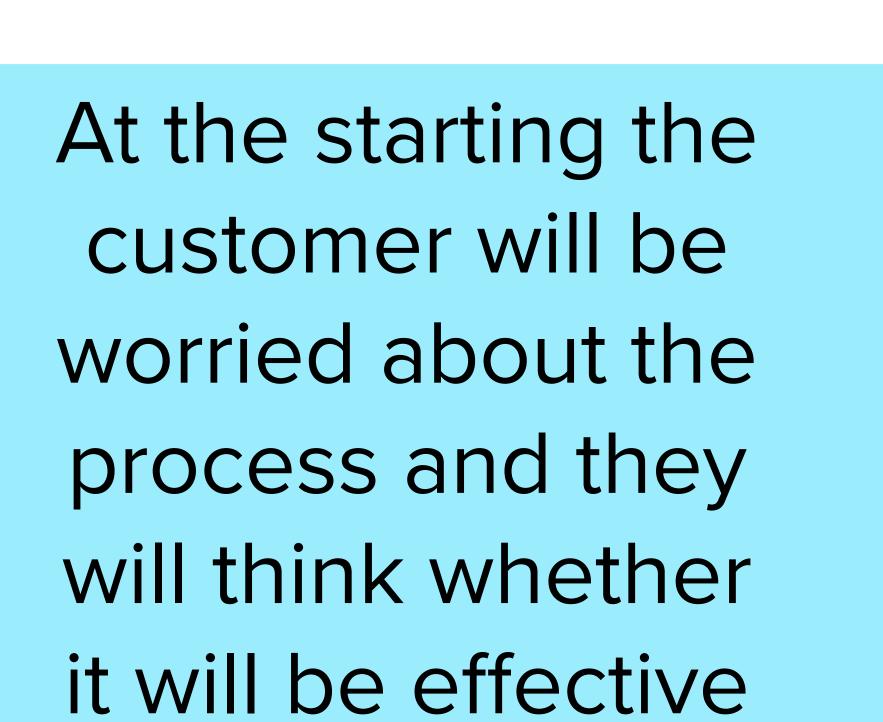
Things: What digital touchpoints or

physical objects would they use?

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.







we will reach the

customer directly ask

about there problems

and provide effective

solutions if their

problems match our

application

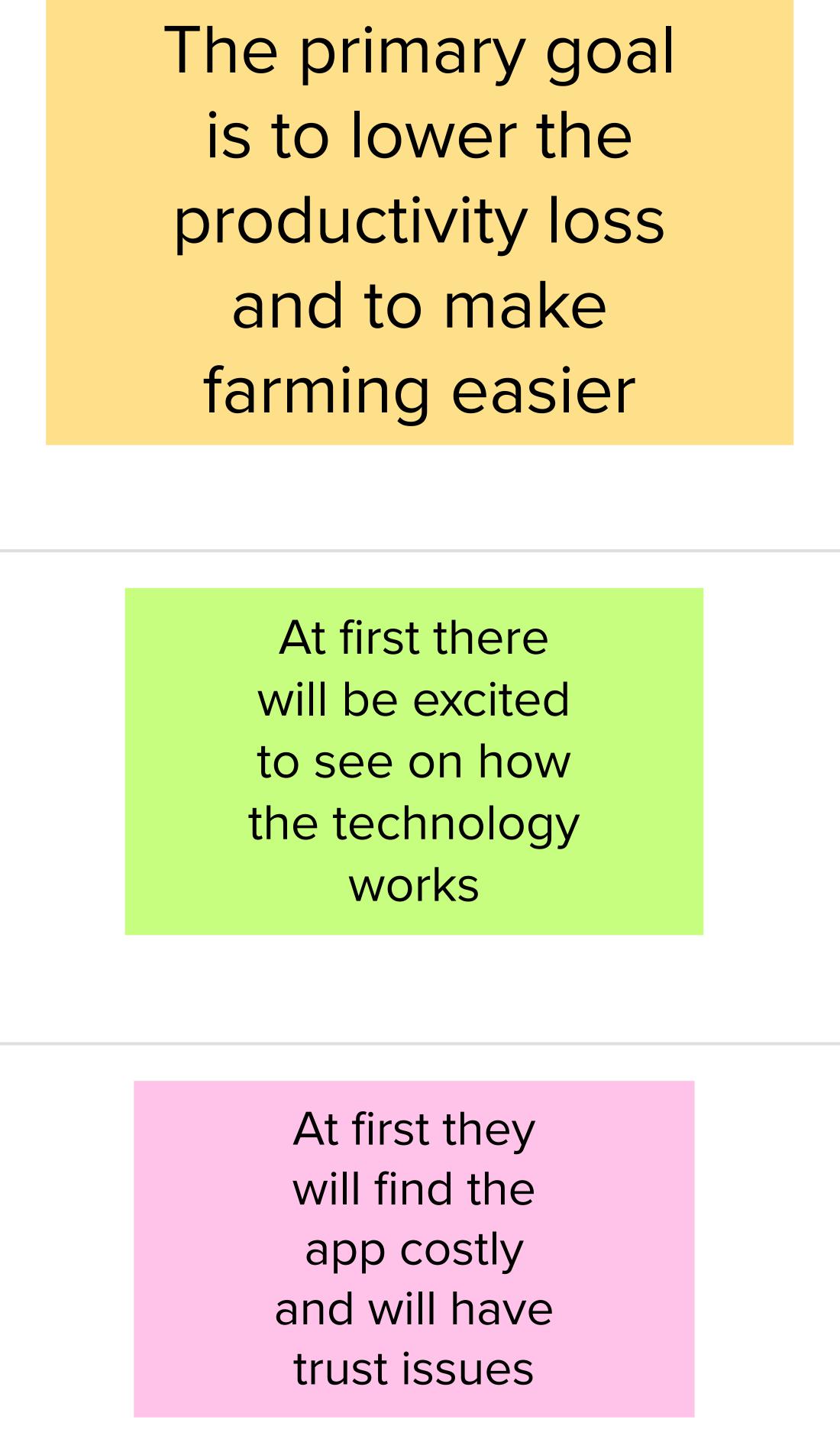
we will provide

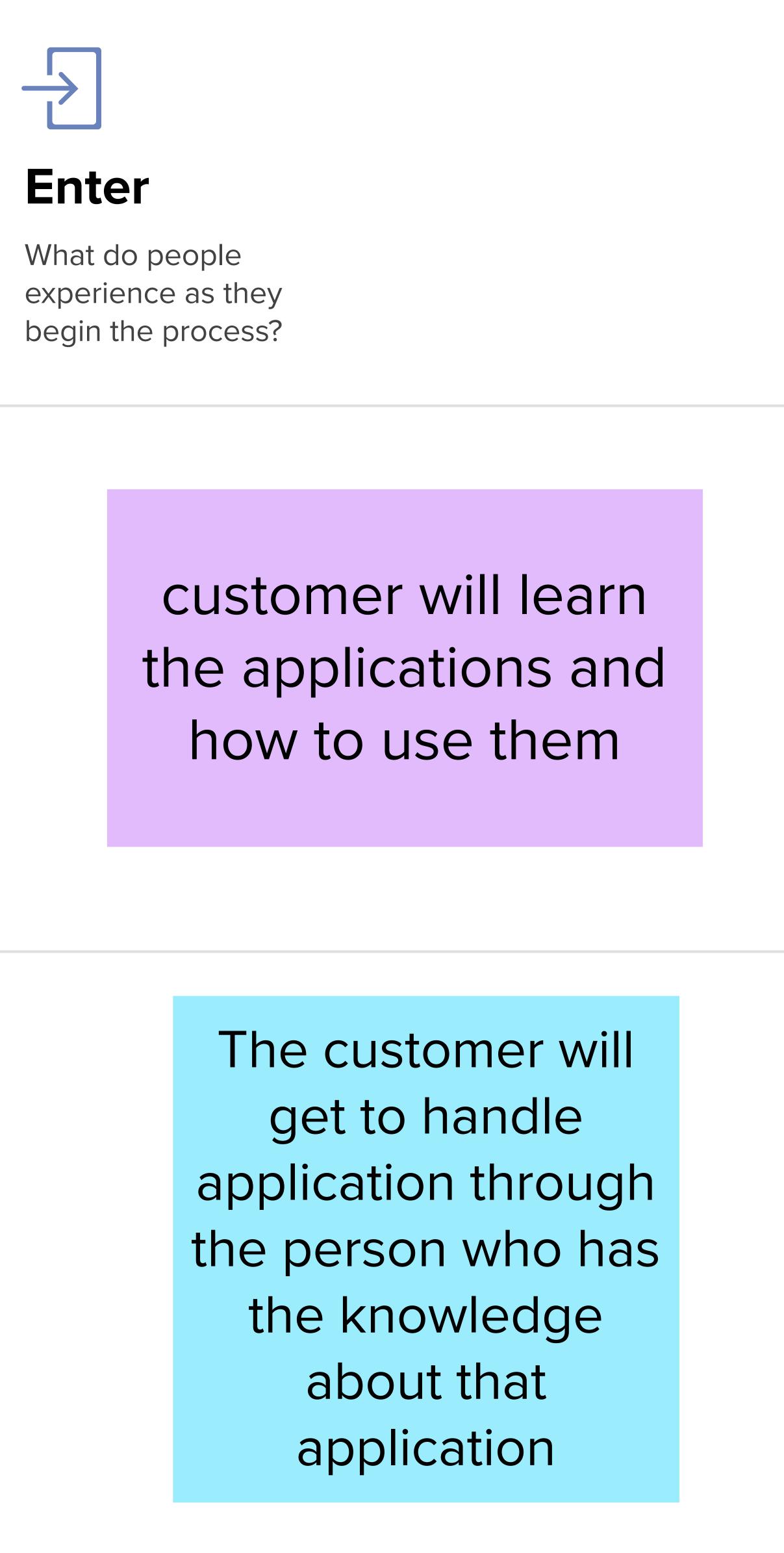
them knowledge

about our

application and make farming

even more easier



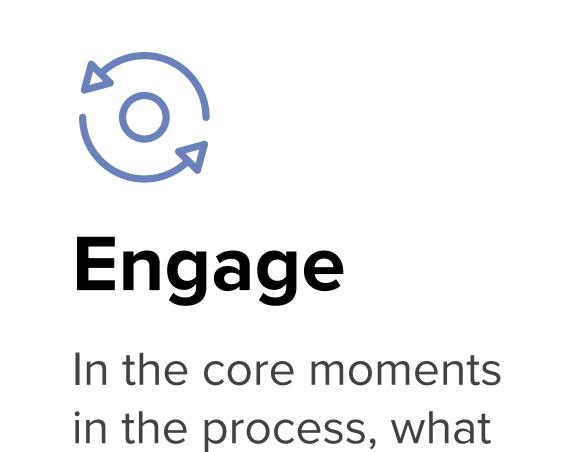


Initially the growth of the plants can be seen & it provides more hope to use the application They will be aware of

techniques in

farming

And once if they trust and have enough budget they will buy the app and the learning process is quite challenging



By using the application soil monitoring and irrigation methods can be done effectively than the existing methods

The customer will get to handle application through the person who has the knowledge about that application

They will compare the growth and production before and after the use of application

> Positively they will learn the app

The learning process is not everyone the understanding capacity differs

This can be used



Exit What do people typically experience as the process finishes?

> productivity yield will be higher

> > There will no soil erosion

wastage of water will be

lesser as

compared to

system

They will develop some sort of trust towards the application and will be eager to learn more about the application

They will be satisfied with the outcome & will not their decision of using this application

They will get to know about the developments

> There will be hard learning process and understanding



Extend What happens after the experience is over?

> Compared to the present system this application is more effective

They will be able to use the app with our technical assistance

They will expand their usage to other farming application

> They may recomend their positive app and help people to work with the app

an challenging task one cant handle the app all alone and should have a people assiting them always

about the



