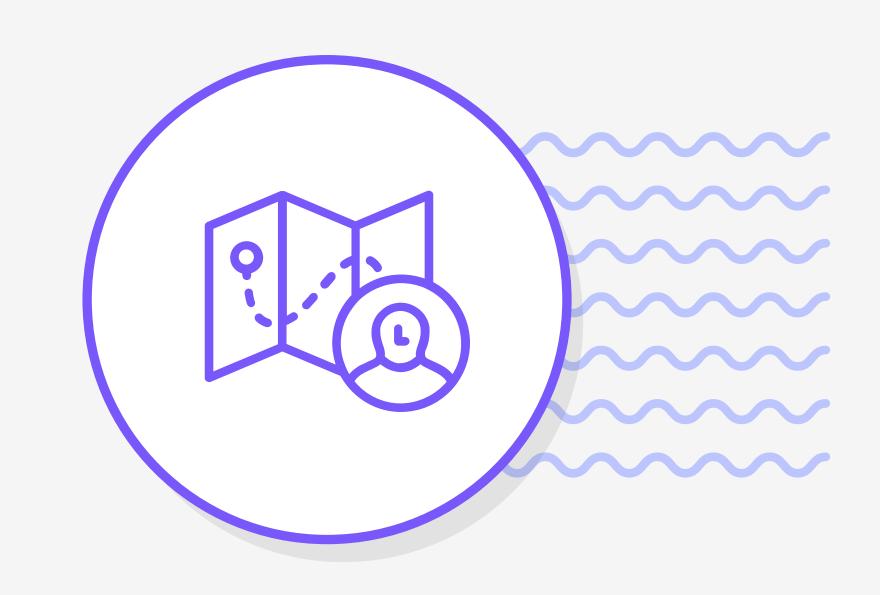
Templat



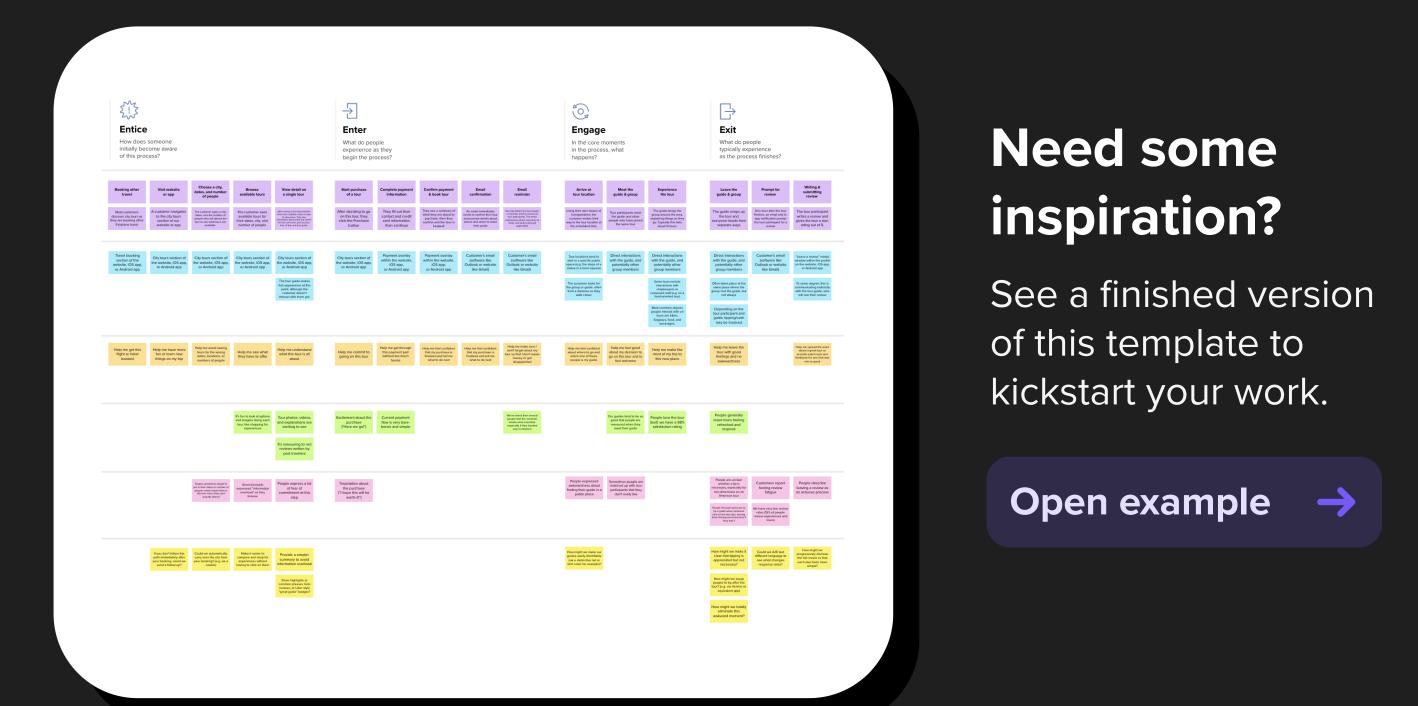
Customer experience journey map

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 wit

Product School

Share template feedbac



CUSTOMER
JOURNEY/ USER

EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

TEAM MEMBERS:

PALPANDIS
AMARNATH M
SELVAGANESH B
MUTHALAGAN M

Scenario Predicting Weather, Irrigation pattern deciding.	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?	Use the Solution given by us choose the month and area Farmers or sales people use this app to check weather Farmers check for the rainfall	Some people may trust the app, some won't By using previous year data, prediction may be possible.	Rainfall Prediction gives an idea about weather The app compares the data and give the result Farmers and sales people gets an idea about rainfall pattern.	According to the rainfall, the farmer can decide what seeds to sow and not to sow. Sales person decide whether to sell the things or not. Saves water Makes decisions If it is drought, the farmer should make necessary decision if it is flood, the farmer should make necessary decision Sales person decide whether to sell the things or not.	Farmers makes actions Sales person makes necessary action.
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?	Interactive interface seen by users Interactive interface seen by users	Users can see the month and location of them. Users can see the month and location of them. Users can use the datas to navigate the details.	Users can check for the their location Users can choose the rainfall Users can check for the rainfall	Result is shown Thank you message will be shown for using the map.	Completed experiences section of the profile on the app or web Users can save it and show to other users who cannot use this
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to use this app or web or model Help me to predict the rainfall for Agriculture Help me to avoid stress and frustation	Help me to choose the location using advanced location tracing. Help me to avoid other parameters in the web or app or model	Help me to filter the details properly Help me to avoid other confusions and guide me the correct way	Help me by showing clear and accurate result Help me to avoid many advertisements and other untrusted source.	Help me to promote this app or model or web to other users Help people to avoid misbelief about technology
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's a great feel to look about the developments seen in technology. Pata science provides us a wonderful way to bring out accurate results.	Users find it easy to use All the details are easy to navigate	Users find it attractive way of predicting weather Users can learn the way of using easily with the help of other users.	Pata science provides us a wonderful way to bring out accurate results. Farmers and other users get real happiness of predicting weather	Farmers will be happy as their crops are saved and economic loss is prevented Sellers and other users will be happy as they can decide about the availabilty of foods to prevent shortage of food.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Non-Literate users find it difficult at the starting of usage. Users need the knowledge of Pata Science if they wish to work in this project Users regret to take the first step to trust a new app	Users' device may not be connectivity regularly work with this app or model	Sometimes, some remote village locations are not seen in the location field. Poor internet connection may slow down the results.	As always, Nature is hard to predict, the results may be wrong The farmer may be pushed into economic pain and depression in users.	Crops may be destroyed due to wrong results human beings and also other living beings
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We should create an account for the users to reduce burden Security should be given	Many previous years datas can be added Extra details like daily affairs regarding fertilizers and etc can be shown in notification.	Breaking of Pams is also a reason for floods. So, Update about Pams water level can be shown This update notification will also be useful for other irrigation purposes.	The App or model can even tell us about the types of soil, their which crop is best to sow in this month	The app could suggest even about the alternative cultivation and irrigation patterns to give new ideas. It can show extra parameters like humidity, temperature, Direction etc.