Template

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 with

Product School

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Need some inspiration?

See a finished version of this template to kickstart your work.

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	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?
Steps What does the person (or group) typically experience?	First we desired to identify the drawbacks and disadvantages farmers face when harvesting crops.	The need to use natural resources efficiently, the sophistication information and communication knowledge and increasing need for climate smart for agriculture. Smart farming is important due to be growing of the expanding global population, the increasing demand for advanced crop yield.	Satisfaction: While using our product the User wants to get satisfied
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?	People Point of view: Precision Farming It does not focus on precise measurements. Smart Farming It focuses on capturing data and interpreting them using computing technologies to make farm operations more predictable and efficient.	Places: We use this product in agriculture lands to get benefits from farmers	Digital touch: Awareness want to be given to the farmers through social media,news channel and camps
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Smart farming used to manage farms using modern Information and communication technologies to increase the quantity and quality of products while optimizing the human labor required.	The goal of sustainable agriculture is to meet society's food and textile needs in the present without compromising the ability of future generations to meet their own needs. To raise food without damaging the environment or future productivity while operating ethically with regard to animals and local communities.	Sustainablity Increasing Agricultural Productivity Incomes At last It focuses on yield, food security, food systems, and more efficient to the environment.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Eagerness: The Eagerness of the farmer is using this type of product which is new for them	Exhilarating: They are exhilarating by using these products	Facinating: The customers are happy with this product it reduces the manpower and watering process is automated and provides high yield
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	One huge drawbacks of smart farming. It requires an unlimited or continuous internet connection to be successful	Lack of practical knowledge the they can't handlethe machines properly The major obstacle for Precision agriculture technology adoption in India is small and medium size land holdings followed untutored and lack of support system.	IoT in the agricultural sector are deficit of information, high adoption costs, and security concerns, etc.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Betterments: Water management is the best way to improve productivity. By using a sprinkler irrigation system, we can increase yields by up to 50%.	Suggestion: Bidhan Roy says that apps and the internet can digitally revolutionise farming. He suggests an app for testing pH levels (after testing soil on a physical pH strip, click the picture and send it to the app, which will provide colour analysis to determine its chemical composition), along with informational apps about seeds and a database of bio-manure.	IDEA: By Using different types of Sensors we collected the data & monitor the field continuously, and automatically pour water in the crops & Manual requirement is not necessary Farmer can easily known in their situated place