

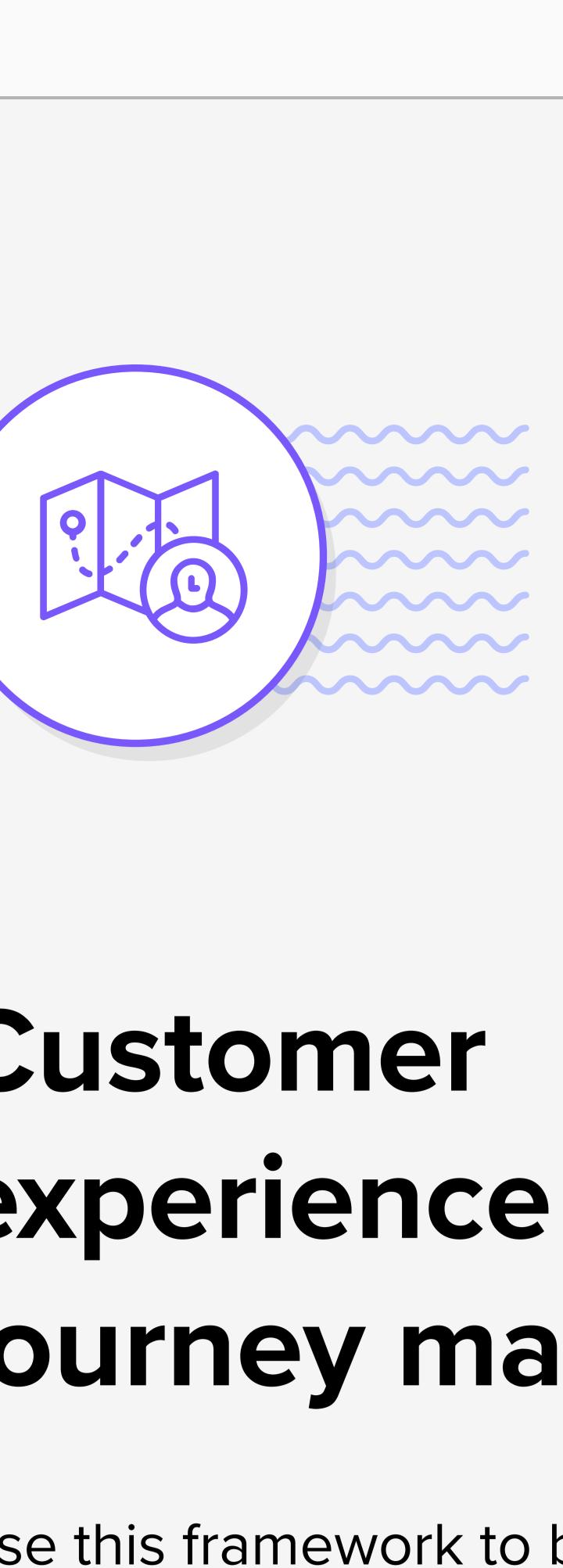
Customer experience Journey map

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

Share template feedback



In online mode we will do digital marketing using advertisment

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

At the starting the

customer will be

worried about the

process and they

will think whether

it will be effective

The primary goal

is to lower the

and to make

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

Initially the growth

of the plants can

be seen & it

hope to use the

application

customer will learn

the applications and

how to use them

Enter

What do people

experience as they

begin the process?

Engage In the core moments in the process, what

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

> > existing methods

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

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

they will learn the app technolgy

This

productivity yield will be higher

TIP Exit

lesser as

There will no soil erosion

They will be

able to use

the app with

our technical

assistance

They will be

outcome & will

not their decision

of using this

They will get to

know about the

They will have good experience while using this app and they will have productive

Compared to

the present

system this

application is

more effective

They will expand their usage to

their positive feedbacks about the app and help people to work with the app

Extend

What happens after the

experience is over?

ipp all alone and

Customers will come to know about the

What interactions do they have at

Interactions

Steps

typically experience?
Browsing, booking,

attending, and rating a

local city tour

each step along the way?

Document an existing experience

Narrow your focus to a specific scenario or process within an Æintheeproduct

or service. In the **Steps** row, document the step-by-step process someone

typically experiences, then add detail to each of the other rowshitially become aware

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

Goals & motivations At each step, what is a person's primary goal or motivation?

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

Positive moments What steps does a typical person

At first there will be excited works

they will be

trust and have

Areas of opportunity How might we make each step better? What ideas do we have?

What have others suggested?

Negative moments

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

