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.

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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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO
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?	**Installation & Observation** Installation of devices and sensors in Australian agriculture today will enable farmers to record observational data from the crops, livestock, soil, or atmosphere which will then be observed and analysed. It is feasible that in the very near future, devices will be able to detect crop type and pasture type by satellite. **Diagnostics** Data captured from devices and sensors are fed into cloud-hosted IoT platforms with predefined decision rules and models in place, whereby smart farming technology can ascertain the condition of the examined object and identify any deficiencies or needs. There are smart farming solutions for all forms of Australian agriculture; cropping, livestock, horticulture, dry land, irrigation and or combinations of above. decisions After the analysis and revelation of issues or needs, the farmer, and/or machine learning-driven components of the IoT platform can determine location-specific treatment, application or course of action should be taken.	Action After farmer evaluation and implementation of specific action identified as required, the cycle can then repeat from step one. This also enables greater depth of knowledge gained from each process cycle to drive more in-depth analysis and insight, fine-tuning the farming practice and input application which can improve cost efficiency and product output. Monitoring of climate conditions Probably the most popular smart agriculture gadgets are weather stations, combining various smart farming sensors. Located across the field, they collect various data from the environment and send it to the cloud. The provided measurements can be used to map the climate conditions, choose the appropriate crops, and take the required measures to improve their capacity Greenhouse automation farmers use manual intervention to control the greenhouse environment. The use of IoT sensors enables them to get accurate real-time information on greenhouse conditions such as lighting, temperature, soil condition, and humidity	Crop management One more type of IoT product in agriculture and another element of precision farming are crop management devices. Just like weather stations, they should be placed in the field to collect data specific to crop farming; from temperature and precipitation to leaf water potential and overall crop health. Cattle monitoring and management Just like crop monitoring, there are IoT agriculture sensors that can be attached to the animals on a farm to monitor their health and log performance. Livestock tracking and monitoring help collect data on stock health, well-being, and physical location. Precision farming Also known as precision agriculture, precision farming is all about efficiency and making accurate data-driven decisions. It's also one of the most widespread and effective applications of IoT in agriculture.	Agricultural drones Perhaps one of the most promising agritech advancements is the use of agricultural drones in smart farming. Also known as UAVs (unmanned aerial vehicles), drones are better equipped than airplanes and satellites to collect agricultural data. Predictive analytics for smart farming Precision agriculture and predictive data analytics go hand in hand. While IoT and smart sensor technology are a goldmine for highly relevant real-time data, the use of data analytics helps farmers make sense of it and come up with important predictions: crop harvesting time, the risks of diseases and infestations, yield volume, etc.	End-to-end farm management systems A more complex approach to IoT products in agriculture can be represented by the so-called farm productivity management systems. They usually include a number of agriculture IoT devices and sensors, installed on the premises as well as a powerful dashboard with analytical capabilities and in-built accounting/reporting features
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?	IoT based Smart Farming improves the entire Agriculture system by monitoring the field in real-time. With the help of sensors and interconnectivity, the Internet of Things in Agriculture has not only saved the time of the farmers but has also reduced the extravagant use of resources such as Water and Electricity.	Smart farming" is an emerging concept that refers to managing farms using technologies like IoT, robotics, drones and AI to increase the quantity and quality of products while optimizing the human labor required by production.	Increased production: the optimisation of all the processes related to agriculture and livestock-rearing increases production rates. Water saving: weather forecasts and sensors that measure soil moisture mean watering only when necessary and for the right length of time.	Smart farming helps farmers to better understand the important factors such as water, topography, aspect, vegetation and soil types. This allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner	Smart farming reduces the ecological footprint of farming. Minimized or site-specific application of inputs, such as fertilizers and pesticides, in precision agriculture systems will mitigate leaching problems as well as the emission of greenhouse gases
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Not a moment of life is wasted on a farm. Others may have been more places, but haven't outlived me."	"A good farmer is nothing more nor less than a handy man with a sense of humus."	critical element in developing a well-designed business strategy	household sustenance on subsistence-oriented farms	profit maximization on market-oriented farms
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increased Production Optimized crop treatment such as accurate planting, watering, pesticide application and harvesting directly affects production rates	Water Conservation Weather predictions and soil moisture sensors allow for water use only when and where needed.	Real-Time Data and Production Insight Farmers can visualize production levels, soil moisture, sunlight intensity and more in real time and remotely to accelerate decision making process.	Lowered Operation Costs Automating processes in planting, treatment and harvesting can reduce resource consumption, human error and overall cost	Accurate Farm and Field Evaluation Accurately tracking production rates by field over time allows for detailed predicting of future crop yield and value of a farm.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The smart farming based equipments require farmers to understand and learn the use of technology. This is major challange in adopting smart agriculture farming at large scale across the countries	The smart agriculture needs availability of internet continuously. Rural part of most of the developing countries do not fulfil this requirement. Moreover internet connection is slower.	Modern farming methods require a great deal of capital.	Increased use of fertilizers has led to the loss of soil fertility	Modern farming methods have overused the natural resource base.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Reduce environmental footprint Automate various farm operations like planting, harvesting and spraying to reduce resource consumption and overall costs	Monitor farm/crop health in real-time and identify crop diseases before they cause damage Integration of IoT, wireless connectivity, GPS, and drones, into agriculture has led to improved efficiency. As advanced as a machine can be, it will require human intervention for software patches, optimum networking, and upgrading to higher versions	Why Does Precision Agriculture Matter to Farmers?	As technology continues to progress and big data and the IoT is becoming an increasingly significant part of the farm operation, having access to a strong and uninterrupted internet connection has become a common challenge, especially in rural locations. Most of the precision agriculture practices require reliable internet connectivity – 4G or higher, to work efficiently and for acquired data to be processed. While data plays an inevitable role in smart agriculture, data management is an ongoing challenge for many farmers and agribusinesses alike. Even a small farm gathers and stores tons of data to inform related operations and marketing decisions.	data acquisition, interpretation, analysis and control. To successfully deploy and run a smart agriculture system, you need to implement various cutting-edge technologies across these stages to experience perceived benefits

Need some inspiration?

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