

## Project Design Phase-II

### CUSTOMER JOURNEY MAP

Date	03 October 2022
Team ID	PNT2022TMID32996
Project Name	Project – IoT based smart crop protection for agriculture
Maximum Marks	4 Marks

### Customer journey map:

## 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.

**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.

Scenario	Entice	Enter	Engage	Exit	Extend
<b>Scenario</b> Browsing, booking, attending, and exiting a local city tour	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	How they heard where it How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation
<b>Interactions</b> What interactions do they have at each step along the way?	How they heard How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	How they heard How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	How they heard How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	How they heard How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation
<b>Areas of opportunity</b> How might we make each step better? What does it tell us? What have others suggested?	How they heard How they got to experience	Login to the app Location activation Get type How they got to experience	Booking confirmation Payment Booking confirmation Booking confirmation	Booking confirmation Booking confirmation	Booking confirmation Booking confirmation

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