



Project Design Phase-II

Date	3 October 2022
Team ID	PNT2022TMID33550
Project Name	IOT Based Smart Crop Protection System for Agriculture
Maximum Marks	2 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.

Product School

Document an existing experience

Map your first 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. Internalize data in each of the other rows.

Identify, testing, observing and asking a hard day for

Entice How does someone identify your product or service?

Enter How do people experience getting into the product, and how?

Engage How do people experience the product, and how?

Exit How do people "gradually exit" the product, and how?

Foster What happens after the experience is over?

Steps What steps does a user go through to complete a task?

Interactions What interactions do they have with the product or service?

Goals & motivations What goals and motivations drive a user's actions?

Positive moments What steps does a user go through to experience a positive moment?

Negative moments What steps does a user go through to experience a negative moment?

Areas of opportunity What areas of opportunity do you see for improvement?