

PROJECT DESIGN PHASE – 2

CUSTOMER JOURNEY







DATE	15 October 2022
TEAM ID	PNT2022TMID38717
PROJECT NAME	Fertilizer Recommendation System For Disease Prediction
MAXIMUM MARKS	4 Marks

6

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.

TP
Are you still steps to the experience, more each time? This for the all or steps depending on the scenario you are documenting.

 Overview Breaking, looking, entering, and using a tool or tool	 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 of the process, what happens?	 Exit What do people typically experience as the process is being?	 Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Action Awareness Interest Desire Action	Awareness Interest Desire Action	Action Awareness Interest Desire Action	Action Awareness Interest Desire Action	Action Awareness Interest Desire Action
Interactions What interactions do they have at each step along the way? 1. People Who do they see or talk to? 2. Places Where are they? 3. Things What digital touchpoints or physical objects would they use?	Interactions Interactions Interactions		Interactions Interactions Interactions	Interactions Interactions Interactions	Interactions Interactions Interactions
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," "I'm trying to do...")	Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations
Positive moments What steps does a typical person find enjoyable, productive, fun, satisfying, delightful, or exciting?	Positive moments Positive moments Positive moments		Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time consuming?	Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Areas of opportunity Areas of opportunity Areas of opportunity		Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity