














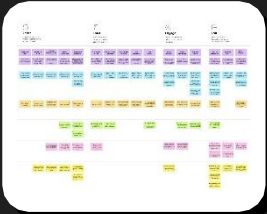
# Customer experience journey map

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](#)

	<div><b>Document an existing experience</b> Narrow your focus to a specific scenario or process within an existing product or service. In the <b>Steps</b> row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.</div>	<div><b>Entice</b> How does someone initially become aware of this process?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>Steps</b> What does the person (or group) typically experience?</div>	<div>when their yield is low</div> <div>when the crop was affected in the past</div> <div>crops polluted by improper fertilizers</div> <div>while the rodents destroyed the crops</div> <div>improper irrigation to the fields</div>	<div>working methodology and the process involved in the application</div> <div>awareness about the application</div> <div>usability of the application</div> <div>applicable and accessible environment of the application</div> <div>formal checks the total costs</div> <div>experience in the new technology</div>	<div>usage of the application</div> <div>setup new model in the field</div>	<div>comparing the outcome from the previous and current methodology</div> <div>suggestions and review from the neighbours</div> <div>getting to know about the application</div>	<div>farmers enjoy the benefits and the uses of the applications</div> <div>farmers use this as a permanent application rather than the trial and error method</div> <div>suggesting to their friends</div> <div>updated with new technology</div>	
	<div>signup/signin the page for the users</div> <div>farmers worrying about the effectiveness of the application</div> <div>capturing the attention of the farmers</div> <div>weather forecast shows the weather for routine days</div> <div>an easy access and understandable application development</div> <div>sorting the needs of the farmers accordingly</div> <div>shows the temperature of the field</div> <div>by maintaining a proper data management system</div> <div>alerts when animals try to invade the farms</div> <div>Customer's email (website like Gmail)</div> <div>"Leave a feedback" model window within the platform like website, iOS app or Android app</div> <div>notifying periodically</div> <div>safe and secure application</div> <div>easily operable for a modern day farmer</div>					
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me get the field's temperature</div> <div>Help me understand our Land Field and climate condition</div> <div>Access from anywhere at anytime</div> <div>Remotely we can access the motor switch</div> <div>automatic alert system</div> <div>Help me find confirmation about the growth and the number work</div> <div>casual use and remote monitoring</div> <div>Help me to see what could be doing next</div> <div>helps in understanding the technologies</div>					
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Increased quality of production</div> <div>If production It Saves Time and reduce labour cost</div> <div>Modern Technology Has Made Water Supply Simple</div> <div>proper pest control options</div> <div>positive experience analysts from the farmer</div> <div>being aware of the existence of new farming technologies</div> <div>farmers will know the technological developments</div> <div>fully automated systems can ease the burden</div> <div>they will recommend to everyone they know</div> <div>learning new techniques to increase the yield</div>					
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>In some rural areas the network connectivity was poor</div> <div>Some people don't know how to use the smart device</div> <div>Rural People express a bit of fear to use technology</div> <div>trusting the unknown technology can be challenging</div> <div>can be confused about the usage</div> <div>can be a fake alarm during the alert</div> <div>understanding capabilities can differ</div> <div>trial and error learning system can cause frustration</div> <div>a small technical issue can cause a big head ache</div> <div>can be challenging not to follow the old methodologies</div>					
<div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>provide a simpler information about smart farming</div> <div></div> <div>By these technologies literate people are ready to do farming</div> <div>this can be used for terrace gardening too</div> <div>less attendance is needed because of the automated systems</div> <div>resource wastage is limited</div> <div>has a proper monitoring system</div> <div>customers framework is defined</div> <div>customers will know about the growth in agriculture</div>					



**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
[Open example](#)

