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.

Created in partnership with Product School

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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.

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

Need some inspiration?

See a finished version of this template to kickstart your work.

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