

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

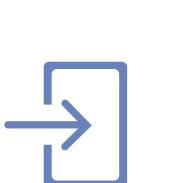
ESTIMATE THE CROP YIELD USING DATA ANALYTICS

SCENARIO

crop yield prediction,data collection,data mining,predictive insights, crop and soil monitor, test and validation

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



Exit

What do people typically experience as the process finishes?

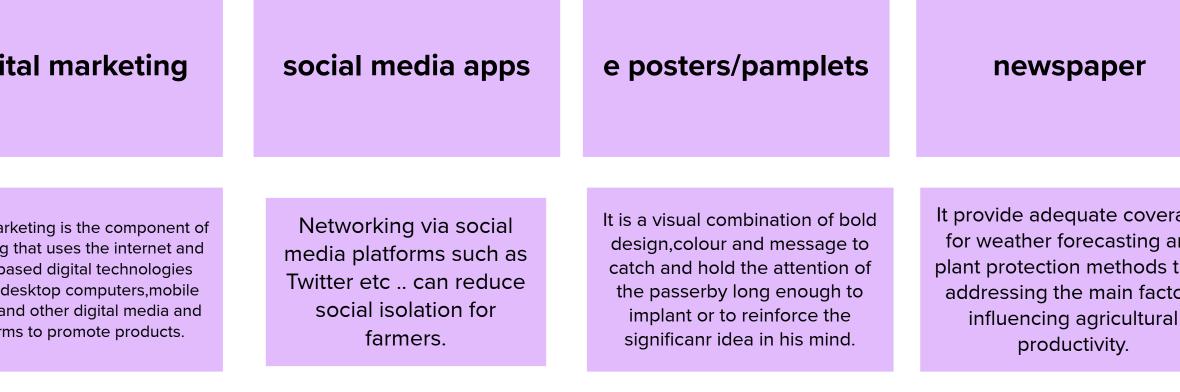


Extend

What happens after the experience is over?

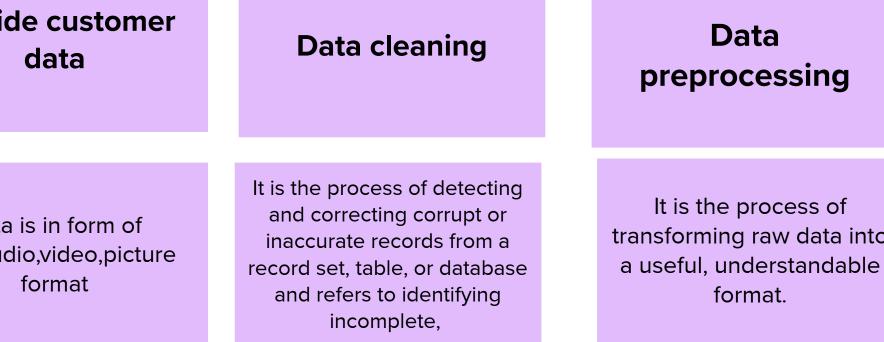


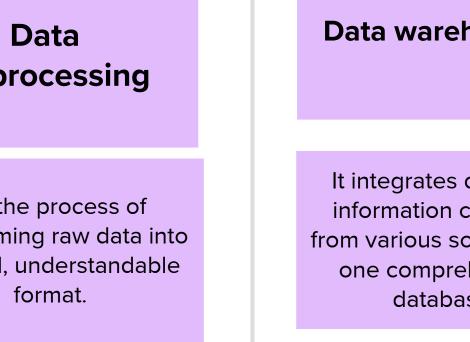
What does the person (or group) typically experience?

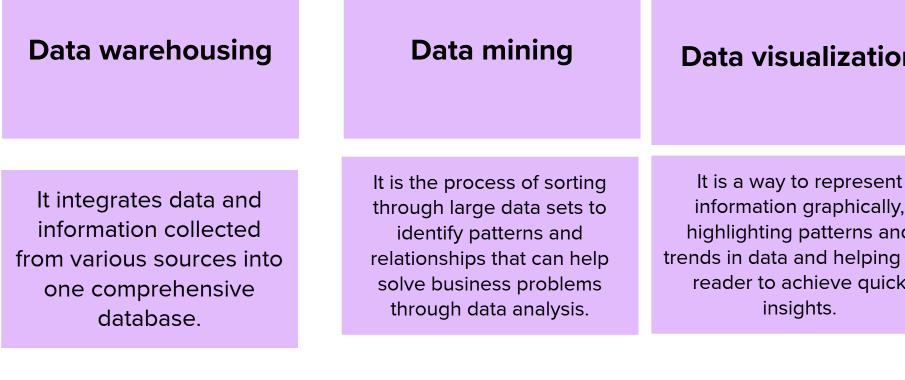


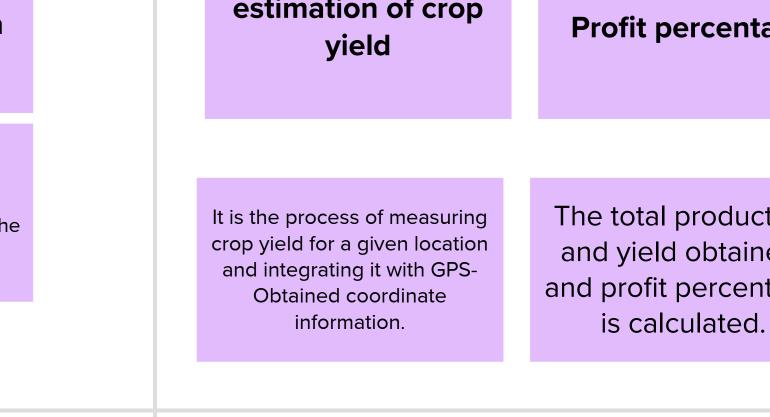


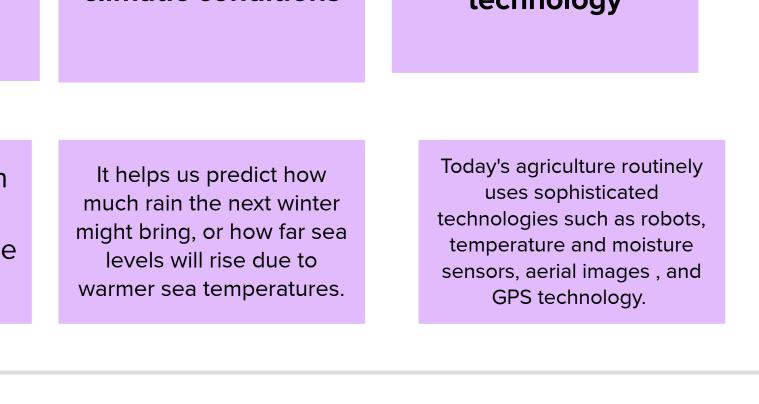
Area measurement through maps

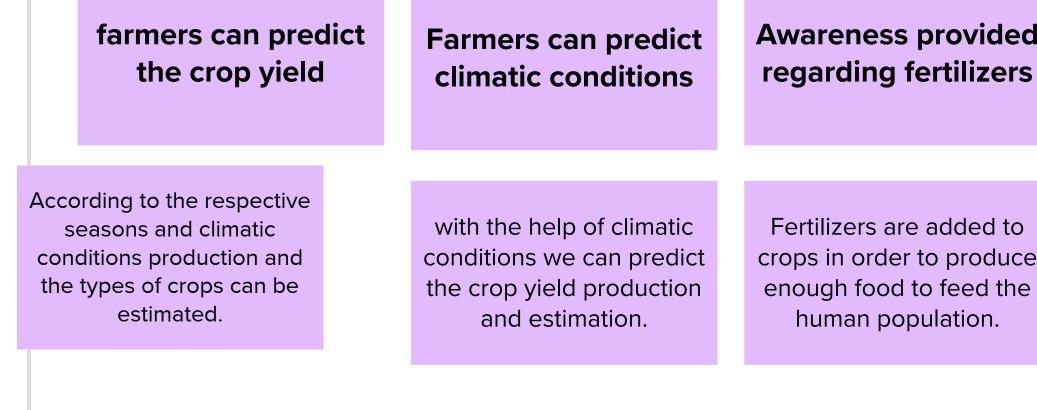














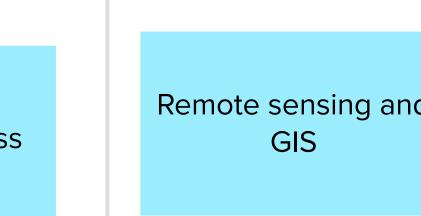
Interactions

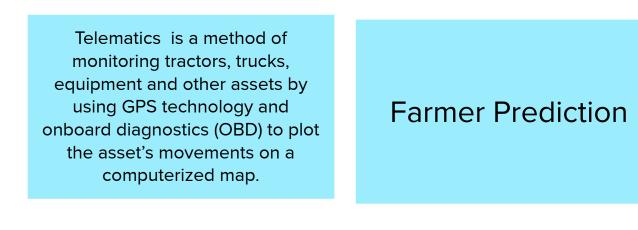
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

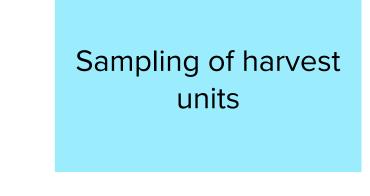














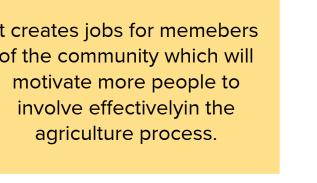


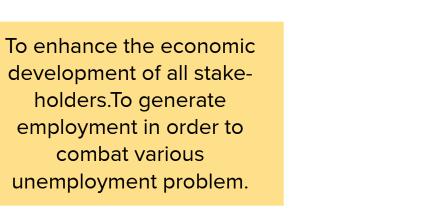


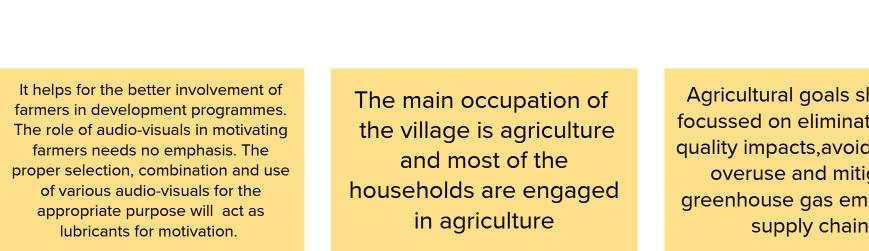
Goals & motivations

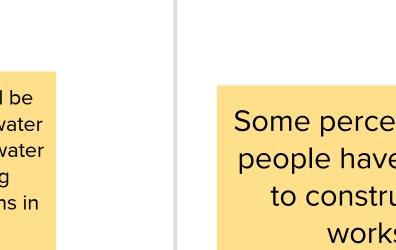
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



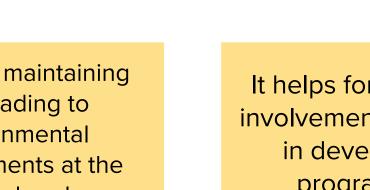




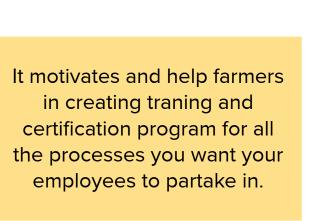


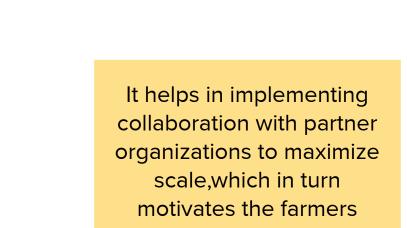














Farm managers supervise

staff, monitor crops and

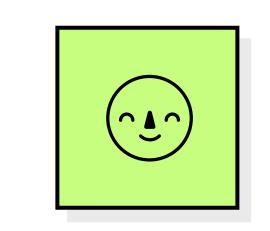
animals, and handle

various administrative

tasks.

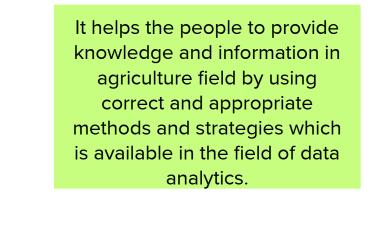






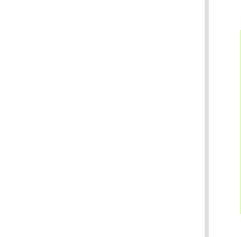
Positive moments

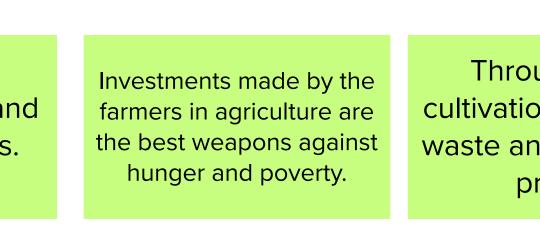
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

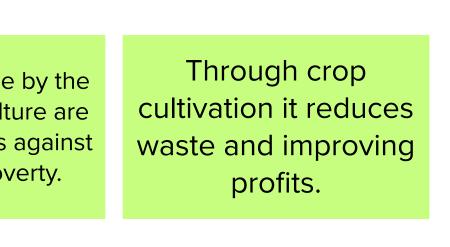


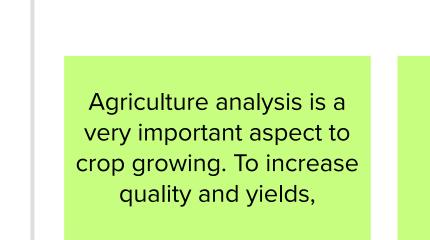


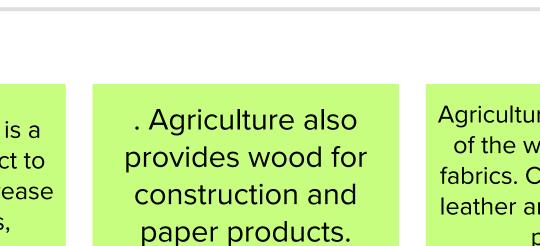


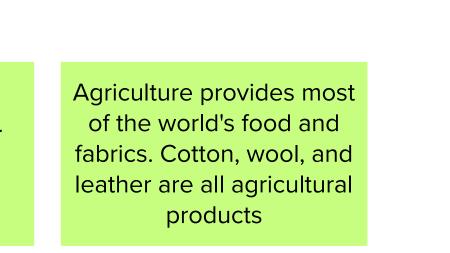


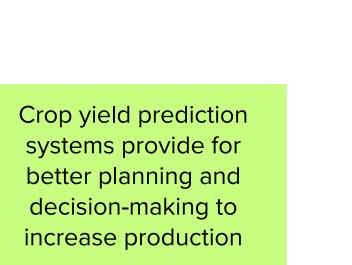


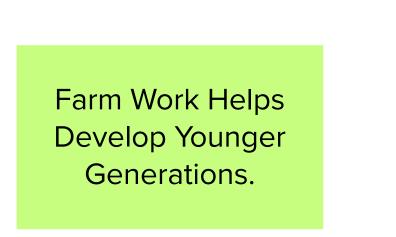




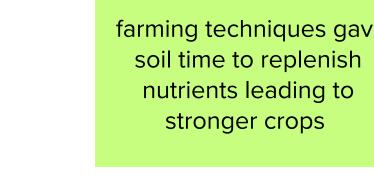


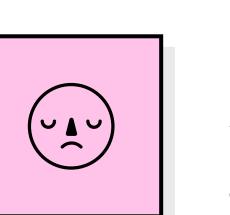






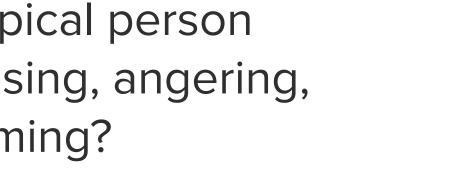


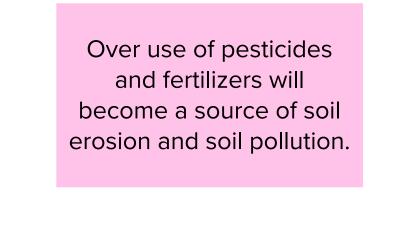




Negative moments

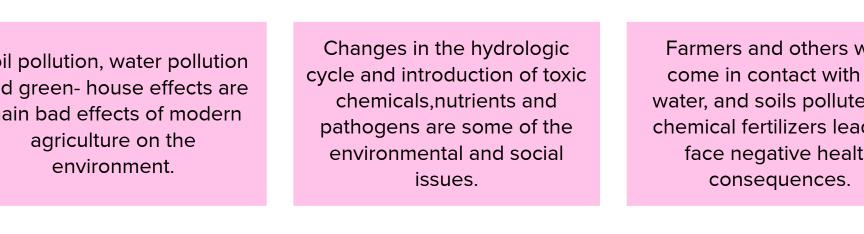
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

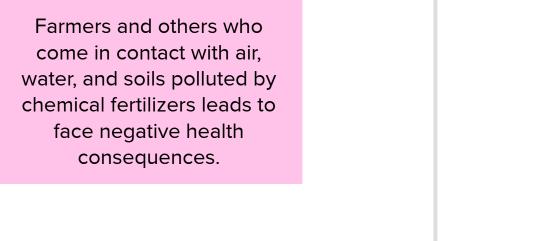


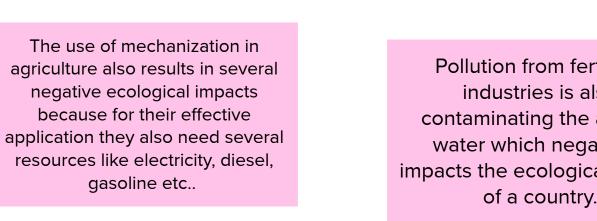


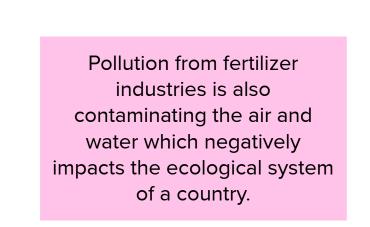


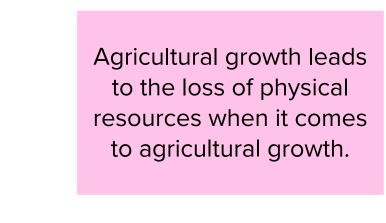


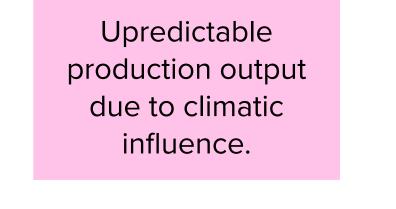


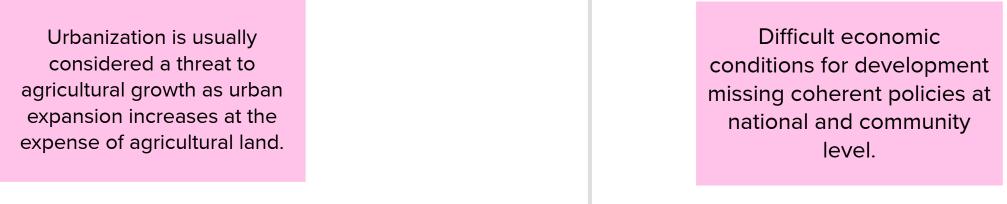




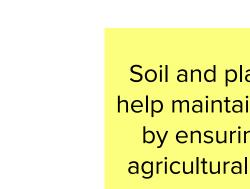


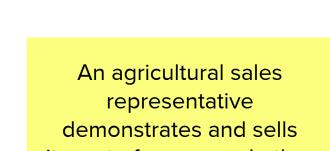


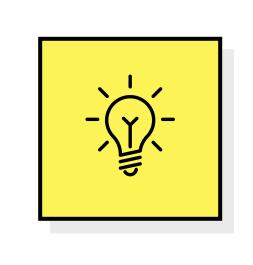












Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

