# 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.

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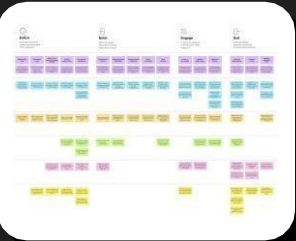
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Project Name	Estimate Crop Yield Using Data Analytics

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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Scenario: Estimation of crop yield	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?	Login; Onboarding; Registration if New user; Login using User id and password	Visualization; User can view different dashboards	Analysis; User can analyze and predict the way for profit	Greeting Users; Feedback; Thanking users for using the Visualization; Providing feedback form for knowing user's satisfaction	Real time information; Useful
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 touch points or physical objects would they use?	Useful and very informative; Advertisement in social media and newspaper; [Interaction with a thing]	Free trail pages available; Can login with Email accounts	User can perform analysis and interact with it for profit; They perform questionnaire among farmers and analyze	Experience of Digital Farming; Able to know about farming knowledge	Time Saving concept; User Friendly for any kind of users
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me for prediction; Help me for Analyzing	Help me for better customer experience; Help me for User friendly	Help me track profit; Help me for creating free trail page for users; Help me avoid less freetrails	Help me with experts thought sharing; Help me for creating login credentials	Help me for high productivity; Help me to avoid user inconvenience
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is user friendly everyone can use it; Update in farming	Knows knowledge about exact quantity and usage; It is interactive for usage	It is very useful and informative; It provides crop protection details	It is an update in farming; Predicts proper irrigation	Ease of usage; Prediction helps in increase of profit
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User has Fear of loss thought because it is new	No difference between new and old system	Not possible; Thought of it will price high and exceed budget	Consumes loyalty of customers; Doubting it's success	Negative comments; Waste of time; Less Performance
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Increase crop value; Increase customer	Using dashboard details users can increase their production; Making login and registration process simple; Increasing security	Updating Features and policies; Updating database	User Interface can be improvised	Improve crop production; Improve Quality of Crop

Need some inspiration?
See a finished version of this template to kickstart your work.

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