



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 relying on your hunches or assumptions.



<div><div></div><div>Document an existing experience</div></div> <div>Narrow your focus to a specific scenario or process within a product or service. In the Steps row, document the step-by-step process typically experiences, then add detail to each of the other rows</div>	<div><div></div><div>ENTICE</div><div>How does someone aware of this process</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>EXIT</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>Typical experience in browsing, booking, attending, and rating a local city tour group.</div></div>	<div><div>In online mode, we will do digital marketing using advertisement.</div><div>We will reach the customer directly ask about there problems and provide effective solutions if their problems match our application.</div><div>We will provide them knowledge about our application and make farming even more easily.</div></div>	<div><div>Customer will learn the applications and how to use them.</div></div>	<div><div>By using the application soil monitoring and irrigation methods can be done effectively than the existing methods.</div></div>	<div><div>Productivity yield will be higher.</div><div>Wastage of water will be lesser as compared to other irrigation system.</div><div>There will be no soil erosion.</div></div>	<div><div>The present system is compared to application is more effective.</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>At the starting, the customer will be worried about the process and they will think whether it will be effective.</div></div>	<div><div>The customer will get to handle application through the person who has the knowledge about that application.</div></div>	<div><div>They will develop some sort of trust towards the application and will be eager to learn more about the application.</div></div>	<div><div>They will be able to use the app with our technical Assistance.</div></div>	<div><div>They will have good experience while using this app and they will have productive yields</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...").</div></div>	<div><div>The primary goal is to lower the productivity loss and to make farming easier.</div></div>	<div><div>Initially the growth of the plants can be seen & it provides more hope to use the application.</div></div>	<div><div>They will compare the growth and production before and after the use of application.</div></div>	<div><div>Positively they will learn the app technology.</div></div>	<div><div>They will expand their usage to other farming application.</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>At first there will be excited to see on how the technology works.</div></div>	<div><div>They will be aware of many new techniques in farming.</div></div>	<div><div>Positively they will learn the app technology.</div></div>	<div><div>They will get to know about the tremendous developments in agriculture.</div></div>	<div><div>They may recommend their positive feedbacks about the app and help people to work with the app.</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>At first, they will find the app costly and will have trust issues.</div></div>	<div><div>And once if they trust and have enough budget they will buy the app and the learning process is quite challenging.</div></div>	<div><div>The learning process is not easy for everyone the understanding capacity differs.</div></div>	<div><div>There will be hard learning process and understanding.</div></div>	<div><div>If learning become a challenging task one can't handle the app all alone and should have a people assisting them always.</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>			<div><div>This application can be used in terrace gardening.</div></div>		<div><div>Customers will come to know about the tremendous growth in agriculture.</div></div>



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