

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



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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.

Browsing, booking, attending, and rating a local city tour	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?	Through reputation and demand People will eventually know about this project when they heard from other famers who become effective by using this technology Through indirect advertisement Indirect advertising means by not showing all the features of the project but by means of sharing the contact number so that the famers can call and get information	By using this application they can track their farm is much effective manner	Farmer could able to keep track of various parameters and can make decision based on the infromation	Effectiveness	The application will keep track on the farm and will alert farmer if any parameter is not sufficitent
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?	About the complexity of the application process things: smartphone	The application will show various data collected from various sensors	Learning about parameters such as pH value, humidity etc.	Knowledge about various parameters required for farming	The application will continue to monitor the farm
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Productive farming Efciency	Whether this application shows correct information	farmers will gain trust by using this application	They will start to use this as a necessary application for farming	To keep on using it to get more yield
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Tracking of various parameters	Initially the farmers will feel difficult to understand the reading of sensors	They will soon understand the numbers	They will operate with much efciency	Using it frequently
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Initially they will not have trust over the app	UI/UX of the application may not be easy to operate	The learning process is not easy for everyone the understanding capacity differs	May not know how to react to certain changes in values	If learning become an challenging task one cant handle the app all alone should have a people assisting them always
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Full automation On a closed area with artifcial lighting		Every progress will be noted and will be easier to track		Customers will get more yield than traditional farming

