**Customer Journey Map**. Project Title: **Exploratory Analysis of RainFall Data in India for Agriculture**. Project Design Phase - II. **Team ID** - PNT2022TMID50196

PSG Tech, Coimbatore



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| **SCENARIO**  *Getting Rainfall Prediction for a particular place or region* | **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? | Faces the Explores digital Learns about  problem and solutions rainfall predictor begins to solve it involving mass web apps from on their own, with media, apps, news and  the help of family ads government  and friends agencies  Begins rainfall prediction based on their instincts and experiences | Tries to get Checks about Enters random familiar with app price and inputs in the the UI and subscription if app to check  available available the predicted  features outputs  Logins or registers with user credentials | Chooses a Tries and tests Explores  specific region all the features various  to get that are visualisations  prediction required for available on  results daily needs the dashboard  Executes the same things for other places or regions and checks the app efficiency | Logs out Gains trust by comparing  of the actual and  system predicted results | Adapt themselves Become  to the web app dependent on  and recall the the app or  features or product in the  services available long run |
| **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? | Explores blogs, social media and contacts  connections Uses smartphones and  open the required web app or rainfall predictor | Seeks help from others on how to use  Reads out the  user manual from the webpage on how to use the product | Interacts with UI which is available with  simple Gets aware of all  language the controls and options present in each section (eg, profile, prediction,  feedback) | Interacts with other users about the app features and results | Recommends to other farmers, plantation  workers Gives  feedback based on the experiences |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me to get accurate rainfall prediction | Help me to get higher crop production and profits | Help me to get satisfied with the results with less bandwidth consumption | Help me to  avoid data  breach and  inaccurate  prediction | Help me to get future alerts and heavy rainfall warnings |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Secured with User Authentication  User-friendly web application | Easy to use and flexible for daily needs  Portable and  usable in Mobile platforms | Exciting visualisations of rainfalls in various regions  Proper plannings of India  & reliable  decisions made from the predicted reults | Regularly updated FAQs for users  Relevant alerts and warnings | Reliable and 24/7  available  Effective feedback and support |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Assurance and guarantee of the prediction the product is giving | Concerns about data privacy | Network Disruption in rural places | The user's Mobile gets slowed or hanged | Ads consuming screen space and user time |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Increasing Model accuracy | Enhancing communication between the user and system | Integrating more Addressing interactive customer issues  visualisations for and complaints  better user as soon as  insights possible | Adding regional languages like Bengali, Tamil, Kannada along with English | Adding voice assistant support for impaired users |