# Project Design Phase-II Customer Journey Map

Date	16 October 2022
Team ID	PNT2022TMID37430
Project Name	Estimate the crop yield using data analytics
Maximum Marks	4 Marks

**SCENARIO** 

Gathering, analyzing, evaluating, and estimating the crop

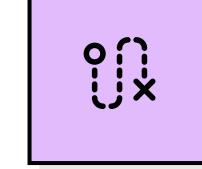
## Discovery

How does someone initially become aware of this process?

What do people experience as they begin the process?

In the core moments in the process, what happens?

What do people typically experience as the process finishes?



### Steps

What does the person (or group) typically experience?

Agricultural Activities

Visit our service

Farmers choose according to their basic need. In this case, To estimate crop yield

Choose the type of

Selecting the Service View the Success The customer confirms and receives the service

or the Outcome The outcome of the service regarding estimating the crops is reviewed by the customer/farmer.

Start the crop Feed the dataset After choosing us, the clients would want to initiate the process for estimation of crop yield. They will feed the dataset need

Navigate visualization

Select the data need to analyze They will start to select the data needed to be visualized by the application.

Export the analyzed data. Finally they will export the data to their computer or personal device.

Exporting the data from the

to computer.

Submit the survey on Cultivate Crops

Survey on the crops in the farm is collected for further analysis of

Estimate the crop Using data analytics, the crop yield is estimated.

Approximate estimation from the

Reasonable service cost

Network of Our target audience are people in agricultural side.



#### 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?



Data Upload section VIsualization section Data Export section navigate to start the process of data analysis.

uploading the dataset to be analyzed.

Navigate through the application to initiate

Select the data for the given dataset in the application.

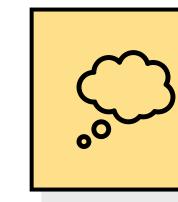
Direct interaction with the customers

from the various sources.

The data is collected by various means to make it easier for

The investment done by the user is much less for the service provided for them.

People interact with each other in various



### **Goals & motivations**

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

Help me with gathering the data Help me to navigate through the dashboard

on crops.

Help me with understanding the service

Help me to Find the right number of

the dataset.

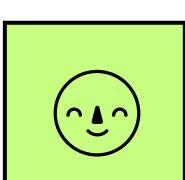
Help me save my data

Help me to estimate the crop yield in the selected location.

the data in organized fashion.

Help me spread the word among by colleagues and

peers.



#### **Positive moments**

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

Images, Colors, Pie Charts, Bar Graph,

It's thoughtful to make the UI simpler for every intellect.

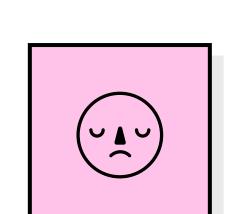
**Excited to start the** process of data analysis

It is helpful to provide a upload

It is quick to visualize the data in this application

results in short period

It makes the job easier for the customers.



#### **Negative moments**

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

Managing the datasets, configuring user interface

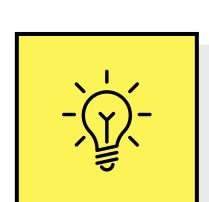
Not enough assurance in the privacy of data.

lack of scalability.

Sometimes the estimation of the dataset is off number by many degree.

**Customer feels** unhappy with

They seem to find it hard to spread the word on this



### Areas of opportunity

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

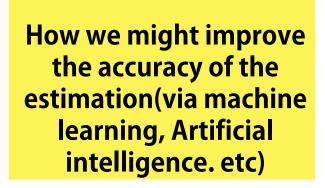
We could make the UI a much simpler by adding a navigation bar at the corner.

to read faster to fetch

Improve the network feature in the application

**Provide the Service** to customers for a less expensive price.

Provide a better policy regarding the privacy of the customer.





the customer to interact with people of same interest.