Project design phase - II
Customer journey map

Date	19-10-2022
Team ID	MKLP
Title	Estimate the crop yield using data analytics

Phase of Journey	Discovery	Registration	Onboarding and First use	Sharing
Actions	The basic idea is to estimate the crop yield to increase productivity	The user can get registered to the software using google account or user name.	Users can access this from laptop or desktop. User can use the icons for help and interact with the software	Details about the soil type will be shared and estimation will be done based on that
Needs and complications	Software must be advertised for more people to know it.	Free ads must be shown, emails must be sent about launching the software	A UI tour must be available to make the user comfortable. They must be able to edit their account settings	Customers must be able to share their profile and comments with others.
Touchpoint	Advertising can be done through social media, television, newspapers, magazines.	Google authentication must be provided for ease of use.	Guiding materials must be provided to the user for easy usage	Data analysis reports must be provided in a clear format.
Customer feeling	Customers would be really satisfied about this 😊	New People who are not aware of this may wonder what it is 🤔	Users might find the UI tour helpful 😊	Users will be happy to share their opinions 😁
Opportunities	This provides us with the opportunity of advertising	This may help us have an easy register and login	This lets us train people on the platform	This is like a perk on using this software