

## Customer experience journey map

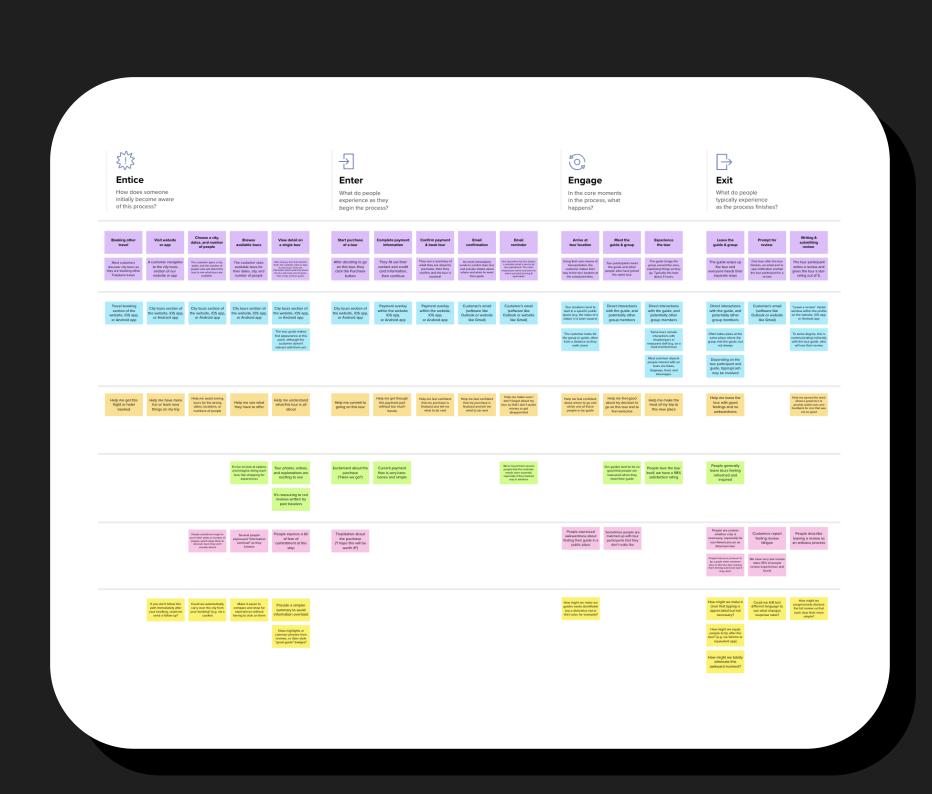
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



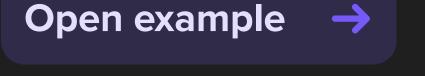
Product School

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## Need some inspiration?

See a finished version of this template to kickstart your work.





## 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.

**SCENARIO** Browsing, booking, attending, and rating a local city tour

Interactions

Steps

What does the person (or group) typically experience?

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

**Entice** 

How does someone

of this process?

initially become aware

Reducing or avoiding tillage allows

to grow crops without disturbing

the soil arrangement and thus

reduce erosion, but also increases

the amount of infiltrating water,

boosts organic matter retention

and nutrient cycle.

Conventional tillage, such as

moldboard plowing, leaves the

Farmers will do personal crop estimates in order to budget and plan for the coming season. The tonnes that you expect to harvest have a direct influence on your potential profits.

Understanding how much it costs to produce something and how costs are structured is fundamental to any business and farming is no exception. Doing so drives efficiency and improves financial performance, by highlighting areas to improve and allowing more proactive crop marketing.

With data analytics, farmers are now

empowered with insights that can help

them predict the market conditions,

consumer behavior towards the

finished goods, factor-in inflation, and

other variables that will help them plan

the entire process even before sowing

the seeds.

**Enter** 

What do people

experience as they

begin the process?

Crop yield prediction is also used by farmers to make decisions about when to plant and harvest crops based on soil moisture content, pest infestations, and other factors such as weather conditions and fertilizer requirements.

farmers markets

because they provide

opportunities for face-

to-face interaction

between farmers and

consumers.

analyzing the dataset Building visualization

Farmers can communicate with

growing practices and

ask farmers about how

they are growing food.

## Engage

In the core moments in the process, what happens?

Crop yield
prediction is an
essential task for
the decisionmakers at national
and regional levels

crop yield is highly

correlated with

flowering or

heading, plant

tillering, grain

number, and weight.

height, branching or

An accurate crop yield prediction model can help farmers to decide on what to grow and when to grow

Food security has been a significant issue for the livelihood of smallholder family farms in highly populated regions and countries

Exit

What do people

typically experience

as the process finishes?

intensified cropping through relay planting or intercropping, 2) within-field strip rotation,

**Extend** 

What happens after the

After harvesting crop and

completing production

farmers collect their all

production and than

starting to sale the crops

at suitable rate and get

money. in this way they

get profit from their crops

experience is over?

3) soil mulching with available means, such as crop straw, and 4) no-till or reduced tillage.

**Goals & motivations** 

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

> Conservation tillage practices reduce erosion by protecting the soil surface and allowing water to infiltrate instead of running

soil surface bare and loosens Knowing yield for crops in a soil particles, making them susceptible to the erosive rotation selection (which crops) forces of wind and water. and timing of the transition from one crop to another for higher

This is a title... rotation can guide decisions on Production of sufficient yields and improved soil conservation across the rotation. fuel to meet the needs of a

The widely accepted goal of agricultural economics is to increase efficiency in agriculture. This means to produce the needed human food, feed, fiber, and food, fodder, fuel and fibre without wasting resources sharply rising population.

economic and environmentallybased motivations

Collaborative agrienvironmental governance can be broadly defined as the structures and processes of collective action different actors in the areas of nature conservation, land use, and the agriculture and food sector use to interact on a regular basis in an effort to achieve common sustainability goals

Ensure Proper Water Drainage. ... Utilize Fertilizers. Test Your Soil. ... Weed Early and

**Positive moments** 

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

Pasture and cropland occupy around 50 percent of the Earth's habitable land and provide habitat and food for a multitude of species. When agricultural operations are sustainably managed,

Pasture and cropland occupy around 50 percent of the Earth's habitable land and provide habitat and food for a multitude of species. When agricultural operations are stainably managed, they can preserve and restore critical habitats, help protect watersheds, and improve soil

health and water quality.

The fertility of the soil is also an important aspect of agriculture, the higher the fertility of soil more will be the more agricultural production. Also, some specific crops require specific soil to grow for example cotton only grows in the black soil

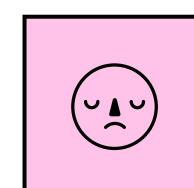
they can preserve and restore critical habitats, help protect watersheds, and improve soil health and water

supporting livelihoods through food, habitat, and jobs

Goods and services are made possible as a result of production

It provides employment.

Crop rotation so as to increase the fertility of the



**Negative moments** 

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

and other toxic farm chemicals can poison fresh water, marine ecosystems, air and soil

climate and temperature, plant and water management, and soil nutrient management factors

intensification results in an expansion of land under production, it will generally have negative impacts on the environment owing to habitat loss, GHG emissions, and changes to local hydrology and ecosystems

To the extent that

Crop rotation results produce, so be sure to limit corn-over-corn

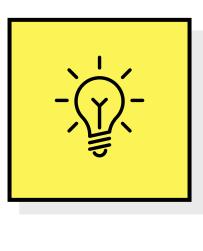
Heads per Acre, Grains per Head, and Weight per Grain

Agricultural Residues, Woodfuel and Wood Residues.

Training farmers on post-harvest handling and storage of the crops they handle is key to reducing food

performing nursery operations, planting, caring and and carrying-out harvest and postharvest operations.

research and product development; market validation;



Areas of opportunity

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

fertilizers,

Pesticides, fertilizers

Crop variety

effects in India will quantity, quality and variety of food.