

ESTIMATE THE CROP YIELD USING DATA ANALYTICS

Customer Journey Map

	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?	Understand that there's an application that can help with farming Try to gain insights through the visualizations Become more aware about	Learning how to use the application	a holistic understanding about the usage of the application is brought about	Technology in a specified domain	Recommends to people of the same domain
 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? 	Agricultural Experts Agricultural Areas Usage of mobiles	with people who have a slight awareness about working on online applications	People without a huge idea about applications feel ease in using it	Usage of Internet, web and mobile applications	Continue the usage
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To enter into the process successfully	To be able to use the application without anyone's help	To be able to use the application without anyone's help	Try to use various other apps for the same domain and use	Scales up with the trend
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Able to witness a new technology that might be helpful for them to incorporate technology in their field	Noticing the usage of the app	Crop yield prediction	Open to new and similar apps	Better Awareness
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Less Awareness or information not reaching the end customers	Initial trouble with using the app	Technical Issues encountered	Technical Issues encountered	Issues with accustoming to new apps
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Bringing Awareness Making the application user-friendly	Making the pilot experience easy	Open to technology during agriculture	Ready to use technology and build better	To keep rendering more new such apps to the field