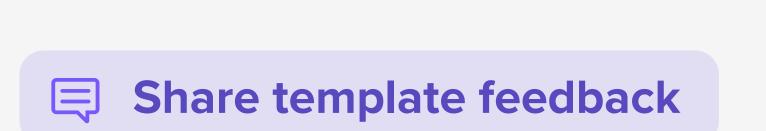


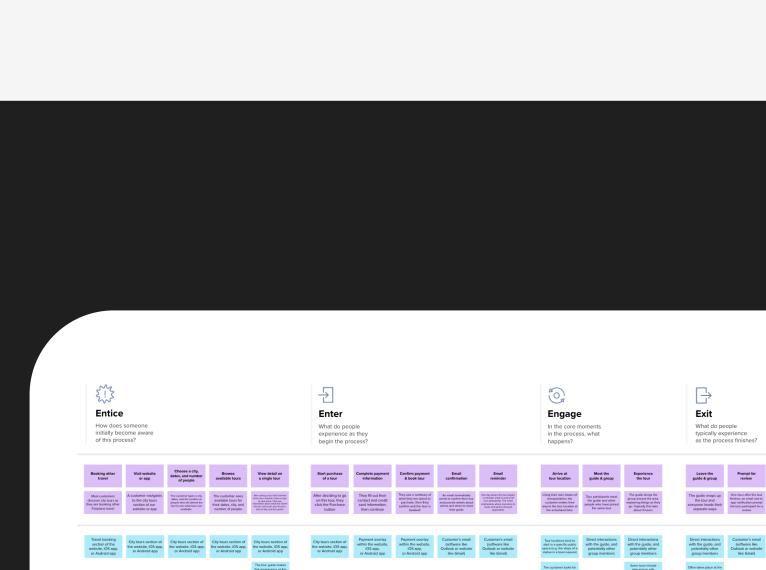
Customer experience Journey map

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







To him to load a place to the control of the contro

See a finished version



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.

Journey steps Which step of the experience are you describing?

What does the customers

do? What information do

they look for? what is their

Needs and pains

What does the customer want to

achieve or avoid?

Tip: Reduce ambiguity, eg. by using

the first person narrator

What is the customer feeling?

Opportunity

What could we improve or

Tip: Use the emoji app to express

This is a textbox...

Actions



Discovery

Why do they even start the journey?

User can save their

time.

cultivate Larger yield than

using latest conventional

technology farming



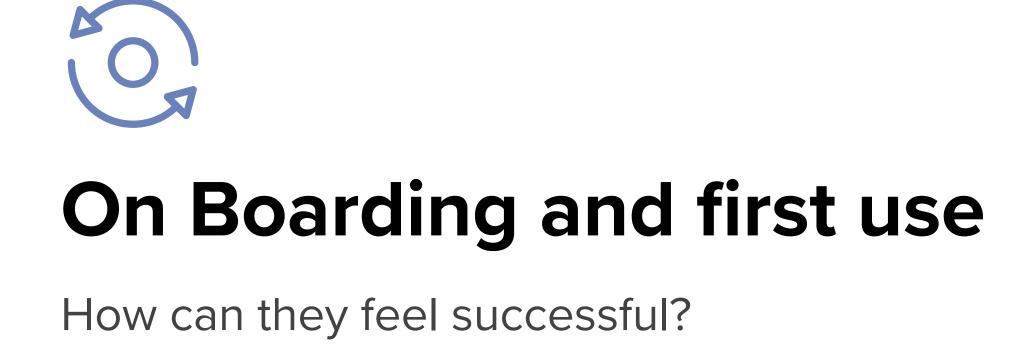
Registration

Why would they trust us?

Reduce their stress on

losses.

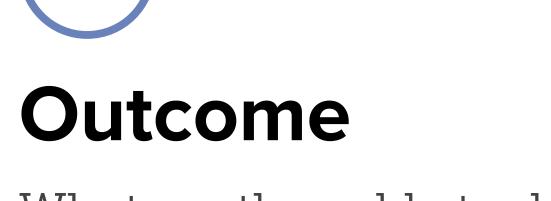






others?

Sharing Why would they invite



What are they able to do now? What can they finally avoid doing? What changed in my envirnment?

To better understand the important factors like topography, vegetation,etc.

By utilizing IoT solutions, this is able to meet growing demand for crops while providing the highest quality standards.

one device

peroring multiple

tasks and achieve

99% profit

Major obstacle in this technology adoption in india is medium land hldings followd b lack of eduation and support system

Economic Friendly

reduce use of fertilizers, herbicides, agricultural pollution

Can stay updated instead of checking directly the field.

> WOTTY about the losses

crop will not be affected from changing environment.

As you add steps to the

"Five Es" the left or right

you are documenting.

depending on the scenario

experience, move each these

Touch point Which part of the service do they interact with?

Easier to make all sorts of management decisions.

possible to optimise the monitoring of farm

thoughts difficult to adapt benefits from to the technology

farming and

synonymous.

sceptical about smart farming technologies

manual labor has

reduced

significantly.

User could understand detailed dependencies between the conditions and the quality of the

can recreate the best conditions

Increase the dexterity and boost productivity

Increase quality prooduct and optimize human labour

Precise Farming

Increase the technology awarness among the process

