

Project Design Phase-2
Customer Journey Map Template

Date	08 October 2022
Team ID	PNT2022TMID46778
Project Name	Project - Estimate the Crop Yield using Data Analytics
Maximum Marks	4 Marks





This is the journey of a **Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

What do they struggle with most?

What tasks do they have?

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?		
Actions What does the customer do? What information do they look for? What is their context?	THE NEED TO REVIEW INFORMATION ON CROP YIELD BEFORE CHOOSING SEEDS. THE REQUIREMENTS OF ORGANIC FERTILISERS. Application of advanced smart agriculture using seeds through precision ready agriculture.	TO PLAN THE HARVEST FOR NETTO CROPS. TO YIELD MORE CROPS WITH LESS TIME USING SCIENTIFICALLY PROVEN METHODS.	USER NEED TO LOGIN THROUGH SMART PHONE, LAPTOP OR DESKTOP. NEED TO LINKED USER AND LOGG INFORMATION ON THE ONBOARDING PLATFORM. NEED TO KNOW DATA DRIVEN APPROACH SO THAT THEY CAN GIVE ENHANCED CROP YIELD.	TO MAKE FELLOW USERS TO GET TIMELY INFORMATION ON CROPS. TO DIRECT AND ACHIEVE THE GROWTH OF CROP WITH PRECISE FERTIGATION.		
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Requirements of organic fertilisers to stimulate safety crops. NECESSITY TO GIVE QUALITY CHOICES AND CONVINCE YIELD OF CROPS.	TO GET A MARGINAL IMPROVEMENT IN THE PRODUCTIVITY. To reduce crop loss by using data driven approach.	User needs to be trained with the tool for automation. There will be help can for recovering user difficulties in data approach. USE OF DATA ANALYTICS SOFTWARE WILL HELP TO GIVE PRECISE FERTIGATION ESTIMATION OF CROPS.	TO FOCUS MORE ON HIGH VALUE CROPS SO THAT HIGH PROFIT IS ACHIEVED. To get personal benefits like increased productivity.		
Touchpoint What part of the service do they interact with?	SUPPORTED TO GIVE RELEVANT RECOMMENDATIONS AND ALSO INFORMATION THAT ALLOW CUSTOMER TO MAKE DECISIONS THAT ARE HELPFUL TO CROPS PRODUCTIVITY AND PROFITABILITY. to give a profitable product with their allocation of resource.	TO KNOW ANTIPODEIC VARIATIONS FOR MAKING DECISION ON RESOURCE MANAGEMENT. to give healthy and safety crops using precision and reliable form of information.	using cropnet analytics tool user will be able to view timely information on crops in the form of dashboard. need to educate on data techniques to quantify crops.	to produce quality and quantity crops using proven data.		
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>						
Backstage						
Opportunities What could we improve or introduce?	TO INCREASE	TO INCREASE YIELD	TO DECREASE THE	TO INCREASE QUALITY AND		
Process ownership Who is in the lead on this?	SMALL AND MARGINAL FARMERS	AGRICULTURAL EXPERTS AND FARMERS	FARMERS AND TECHNICAL ANALYSTS	USERS, AGRICULTURAL EXPERTS AND CUSTOMERS		

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

What can they finally avoid doing?

What changed in my environment?