

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







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.

Browsing, booking, attending, and rating a local city tour	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?	Visit the website or app Check the Weather Check the humidity In online mode we will do digital marketing using advertisement We will reach the customer directly ask about there problems and provide effective solution if there problem match our applicatio The app use hygrometer to measure the Humidity	Login to the app Check the soil moisture Switch on the motor The user should login to the app by using email and password Using the app user can check the soil Moisture whether it is dry or not If the feld is dry we can able to switch on the motor	Alert message	switch ON/OFF motor	user can get alert when certain soil humidity level reaached	Using app user can switch ON/OFF the motor from anywhere	After the growth of the crop we can Ensure the yield of the crop	Submitting Feedbac The User can writes areviewandgives ideas of the app	Farming in the user profle In the customer profle they can see the data about the feld.	Personalized Work Farmer should not engage themselves fulltime in the feld, they can feel relax by using this application	
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?	At the starting the customer will be worried about the proocess and they will think whether it will be effective Weather Forecast shows the weather for routine days			It show the temperature, humidity and moisture of our feldIt show the temperature, humidity and moisture of our feld			Customer's email (website like Gmail) "Leave a feedback" modal window within the profleon the website, iOS app,or Androidapp		section of to the website,i	Completed experiences section of the profle on the website,iOSapp,or Androidapp	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The primary goal is to lower the productivity loss and to make farming easier Access from anywhere at anytime	Remotely we can access the motor switch		They will compare the growth and production before and after the use of application			Help me to see what could be doing next		They will expand their usage to other farming application		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	At frst there will be excited to see on how the technology works It saves time and reduce labour cost	Model Technology has made water supply simple	has made water		Positively they will learn the application			People love to use remote access control , we have a 96% satisfaction rating		They may recommend their positive feedback about the app and help people to work with the app	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	At frst they will fnd the app costly and will have trust issues So people don't know how to use the smart device	Rural people express a bit of fear to use technology		The learning process is not easy for everyone ,the understanding capacity differs			There will be hard learning process and understanding		If learning become an challenging task one can't handle the app all alone and should have a people assisting them always		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	provide a simpler information about smart farming	By these technology most literate peoples are ready to do farming		be us	pplication can sed in terrace ardening				to know tremende	rs will come about the ous growth riculture	