

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.

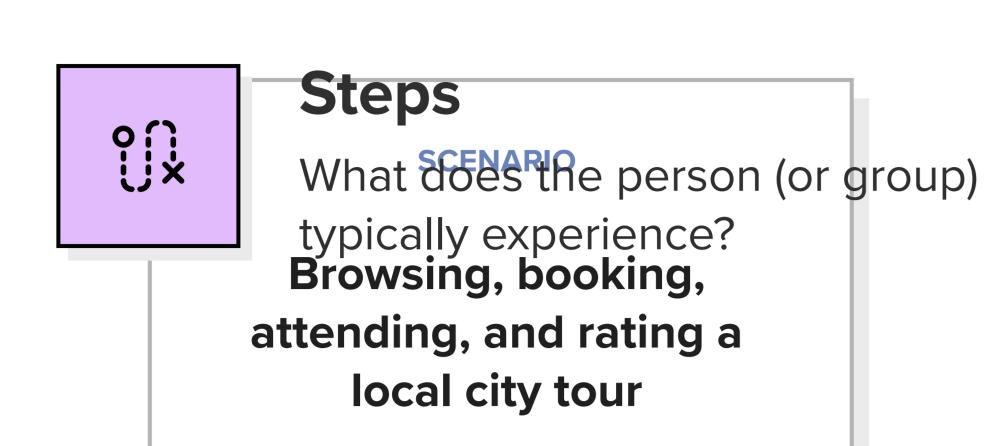
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Narrow your focus to a specific scenario or process within an Ainthige roduct or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rowshitially become aware



In online mode we will do digital marketing using advertisment

we will reach the customer directly ask about there problems and provide effective solutions if their problems match our application

we will provide them knowledge about our application and make farming even more easier

At the starting the customer will be worried about the process and they will think whether it will be effective



customer will learn the applications and how to use them

Enter

What do people

experience as they

begin the process?

The customer will get to handle application through the person who has the knowledge

about that

application

Initially the growth

of the plants can

be seen & it

hope to use the

application

By using the application soil monitoring and irrigation methods can be done effectively than the existing methods

Engage

In the core moments

in the process, what

they will develop some sort of trust towards the application and will be eager to learn more about the application

They will compare

the growth and

and after the use

of application

This

they will learn

the app

technolgy

They will be outcome & will not their decision of using this

They will get to know about the

Customers will about the

Interactions

each step along the way?

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

Positive moments

Negative moments

costly, or time-consuming?

What have others suggested?

What steps does a typical person

find frustrating, confusing, angering,

What steps does a typical person

What interactions do they have at

Places: Where are they?

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

The primary goal is to lower the and to make

At first there

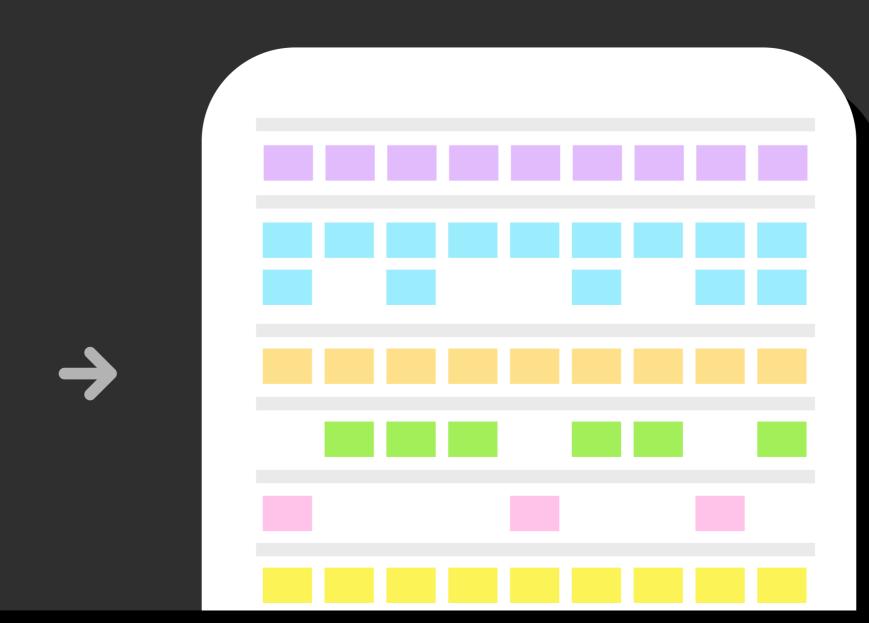
will be excited

works

they will be

trust and have

Areas of opportunity How might we make each step better? What ideas do we have?





TIP Exit

productivity

yield will be

higher

lesser as

There will no soil erosion

assistance

They will be able to use the app with our technical

good experience while using this app and they will have productive

They will have

Compared to

the present

system this

application is

more effective

Extend

What happens after the

experience is over?

Team Leader: RISHOK R

They will expand their usage to

their positive feedbacks about the app and help people to work with the app

ipp all alone and

come to know