Date	31 October 2022
Team ID	PNT2022TMID38158
Project Name	Project -Estimate the Crop Yield using Data Analytics
Maximum Marks	4 Marks

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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Scenario

Estimation of crop yield

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?

Entice	Enter	Engage	Exit	Extend
Login	Visualization	Analysis	Greeting Users / Feedback	Real time Information / Useful
Onboarding / Registration if New user / Login using User id and password	User can view different dashboards	User can analyze and predict the way for profit	Thanking users for using the Visualization / Providing feedback form for knowing user's satisfaction	

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 touch points or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
Useful and very informative / Advertisement in social media and newspaper / [Interaction with a thing]	Free trail pages available / Can login with Email accounts	User can perform analysis and interact with it for profit / They perform questionnaire among farmers and analyze	Experience of Digital Farming / Able to know about farming knowledge	Time Saving concept / User Friendly for any kind of users

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

Entice	Enter	Engage	Exit	Extend
Help me for prediction / Help me for Analyzing	Help me for better customer experience / Help me for User friendly	Help me track profit / Help me for creating free trail page for users / Help me avoid less free trails	Help me with experts thought sharing / Help me for creating login credentials	Help me for high productivity / Help me to avoid user inconvenience

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
It is user friendly everyone can use it / Update in farming	Knows knowledge about exact quantity and usage / It is interactive for usage	It is very useful and informative / It provides crop protection details	It is an update in farming / Predicts proper irrigation	Ease of usage / Prediction helps in increase of profit

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
User has Fear of loss thought because it Isnew	No difference between new and old system	Not possible / Thought of it will price high and exceed budget	Consumes loyalty of customers / Doubting It's success	Negative comments / Waste of time / Less Performance

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

Entice	Enter	Engage	Exit	Extend
Increase crop value / Increase customer	Using dashboard details users can increase their production / Making login and registration process simple / Increasing security	Updating Features and policies / Updating database	User Interface can be improvised	Improve crop production / Improve Quality of Crop

Need some inspiration?
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