

Project Design Phase-II

Customer journey Map

Date	03 October 2022
Team ID	PNT2022TMID01891
Project Name	Smart Farmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

Customer journey:

Customer journey maps are visual roadmaps of customers' experiences with your product. It is an exercise for mapping the customers' engagement with a product from start to finish. These maps are usually a visual representation of the customer's thoughts, feelings, the channels and mediums through which they interact with your business, and how they respond to each sale and marketing trigger.

Digital customer journeys help identify customer pain points that deter successful product interactions. It's a process by which companies try to study customer interactions before, though, and after the product purchase. Mapping the customer journey has the potential to even redefine the way businesses run.

