Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID13175
Project Name	Estimate the crop yield using data analytics
Maximum Marks	4 Marks

Customer Journey Map:

• A customer journey map is a visual representation of the customer Journey (also called the buyer journey or user journey). •

Customer journey map helps to tell the story of your customers' experiences with your brand across all touchpoints.

Phases	Discovery	Registration	Onboarding and use	Sharing
High level steps your user needs to accomplish from start to finish				

Steps										
Detailed actions your user has to perform	To estimate the crop yeild	To increase productivity	Connect through google account	Choose the plan	Customize the user profile	user adds the profile picture	user can login through smart phone and PC	Goes through the demo	Click on the help icon for help	Customer contact	Realtime information

Feelings				
What your user might be thinking and feeling at the moment	Doubt in suitable cultivation	Easy interface	quick access / Easy accessing of all the information in the application	Security
	👎	👍	👍	👎

Pain points							
Problems your user runs into	Quality Choice convenience	Quality enhancement	Free trial Landing pages	Email and free templates	Account settings	Help center materials	System Compatibility

Opportunities						
Potential improvements or enhancements to the experience	Advertisement and meeting camp	Enhance crop yeild	Show advantages	Decrease loss of appetite	Give extra points for sharing	Loyalty data and report visuals