


CUSTOMER JOURNEY


DATE	8 OCTOBER 2022
TEAM ID	PNT2022TMID47454
PROJECT	SMART FARMER-IOT ENABLED SMART FARMING APPLICATION
MARKS	4 MARKS

Template



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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	Enter <small>What do people experience as they begin the process?</small>	Engage <small>In the core moments of the process, what happens?</small>	Exit <small>What do people typically experience as the process finishes?</small>
THE PRODUCT IS TO ASSIST THE FARMER TO WATER THE CROPS	CONFUSED THE CUSTOMER AT THE BEGINNING WILL HAVE LESS KNOWLEDGE ABOUT THE PROCESS OF OPERATION OF PRODUCT.	HAPPY DUE TO SMART FARMING FARMERS WILL HAVE LESS TASK SO THEY FEEL HAPPY.	FULFILLMENT THE USER GOT FULFILMENT IN USING THE APP
Steps <small>What does the person (or group) typically experience?</small>			
Interactions <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	PEOPLE: OTHER FARMERS WILL THIS PRODUCT SATISFY OUR NEEDS AND GUIDE US IN FARMING	PEOPLE: OTHER FARMERS THE USER SEEKS FOR THE REVIEW OF THE PRODUCT FROM ONLINE AND SOCIAL PLATFORMS	PEOPLE: OTHER FARMERS THE PRODUCT IS EASY TO USE EMAIL WILL BE USED BY THEM FOR GETTING NOTIFICATIONS REGARDING THE FIELD STATUS
Goals & motivations <small>At each step, what is a person's primary goal or motivation? ("help me," "let help me avoid,")</small>	The primary goal of the customer is to understand about the app in depth, for better operation	THE GOAL OF THE USER IS TO MAKE CORRECT DECISION BASED ON THE SUGGESTION GIVEN BY THE PRODUCT.	THE MOTIVATION IS TO MAKE CORRECT DECISION BASED ON THE SUGGESTION GIVEN BY THE PRODUCT.
Positive moments <small>What does a typical person feel (excitement, pride, fun, motivating, delightful, or useful)?</small>	CURIOSITY: THEY WOULD FEEL CURIOUS IN USING THESE KINDS OF PRODUCT WHICH IS ENTIRELY NEW FOR THEM	EXCITING: THE USER WILL BE EXCITED SEEING THE EFFICIENCY OF THE PRODUCT	HAPPY AND PRODUCTIVE THE USER WILL BE HAPPY THAT THIS PRODUCT REDUCES THEIR PHYSICAL PRESENCE AND PROVIDES GOOD YIELD AND PRODUCTION IN AGRICULTURAL FIELD
Negative moments <small>What does a typical person feel (frustrating, confusing, annoying, costly, or time consuming)?</small>	CONFUSED THE CUSTOMER AT THE BEGINNING WILL HAVE LESS KNOWLEDGE ABOUT THE PROCESS OF OPERATION OF PRODUCT.	ANGER THE TRADITIONAL FARMER WILL FEEL DIFFICULTY WHILE USING THIS APP AS IT HAS SOME STEPS TO USE WHICH THEY ARE NOT AWARE OFF.	COSTLY IN ORDER TO USE THIS PRODUCT, THE NEED OF A SMART PHONE WITH GOOD INTERNET FACILITY IS MUST
Areas of opportunity <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	COULD PROVIDE AUTHENTICATED LOGIN TO AVOID UNAUTHORIZED ACCESS OTHERS SUGGESTED TO PROVIDE SUPPORT SECTION IN THE LOGIN PAGE	IT COULD BE EMPLOYED TO ASSIST THE USER IN USING THE PRODUCT OTHERS SUGGESTED TO MAKE THE UI MORE INTERACTIVE	THE UI DESIGN MIGHT HAVE BEEN IMPROVED