Customer Journey Map

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| **PHASES** | **Motivation** | **Information gathering** | **Analyzes various products** | **chooses the most efficient product** | **Payment** |
| **Actions** | Agriculture is considered as the basis of life for the human species as it is the main source of food grains and other raw materials | It plays vital role in the growth of country’s economy. It also provides large ample employment opportunities to the people. | Available other products are static crops | Smart boards are more efficient compared to static board | After the product satisfication |
| **Touchpoints** | The farmers feel excited | After installation, the government no need to worry much about the crop production | The user amuse by the various types of product available. | After getting this the government won't worry about the farming | After find the product worthy, the government get's it. |
| **Customer Feeling** |  |  |  |  |  |
| **Customer Thoughts** | Customer thinks it will helpful for many farmers still use the traditional methods | Customer thinks it will leads long duration | Customer thinks alter solution will be available | The product choosing will be easy and comfortable for them | They think the product will be user friendly |
| **Opportunities** | The customer gets the better crop production | The customer known about the process of product | The customer will be aware of other product | The customer comes to know which product is best one | The customer will enjoy the journey |