Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	The customer can be the owners of the farm or Farmers. / The customer is looking for the fertilizer Recommendation system, which will recommend the solution to the point the which fertilizer is nice	This system suggest wise fertilizer to get rid or prevent the yields from disease. / To get a healthy yield	conduct a test whether a system is suggesting a wise fertilizer. / customer verifies and will get used to the system. / undergoes a training session.	Based on feedback. / customer Satisfactions / Performance
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	user is looking for Fertilizer for Disease free yield. / Minimization of loss. / ensure the protection of yield.	To get disease free yield. / our will System suggest the remedy. / customer purchase the system	Increased yield safety measures. / Quick response / reduction of loss	Trusted System. / Ensure protection. / enhance safety.
Touchpoint What part of the service do they interact with?	Social Media. / websites.	community / webinar / live chat	product demo / live environment / knowledge based support.	Email / recommending
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯	🤔	🙁	🥵
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?				

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