





Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID35575
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.

1 Phases High-level steps your user needs to accomplish from start to finish	Discovery	Registration	Onboarding and use	Sharing
2 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
3 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 
4 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
5 Opportunities Potential improvements or enhancements to the experience	Advertisement and creating camp Enhance crop yeild	Show advantages	Decrease loss of appetite	Give extra points for sharing Loyalty data and report visuals