

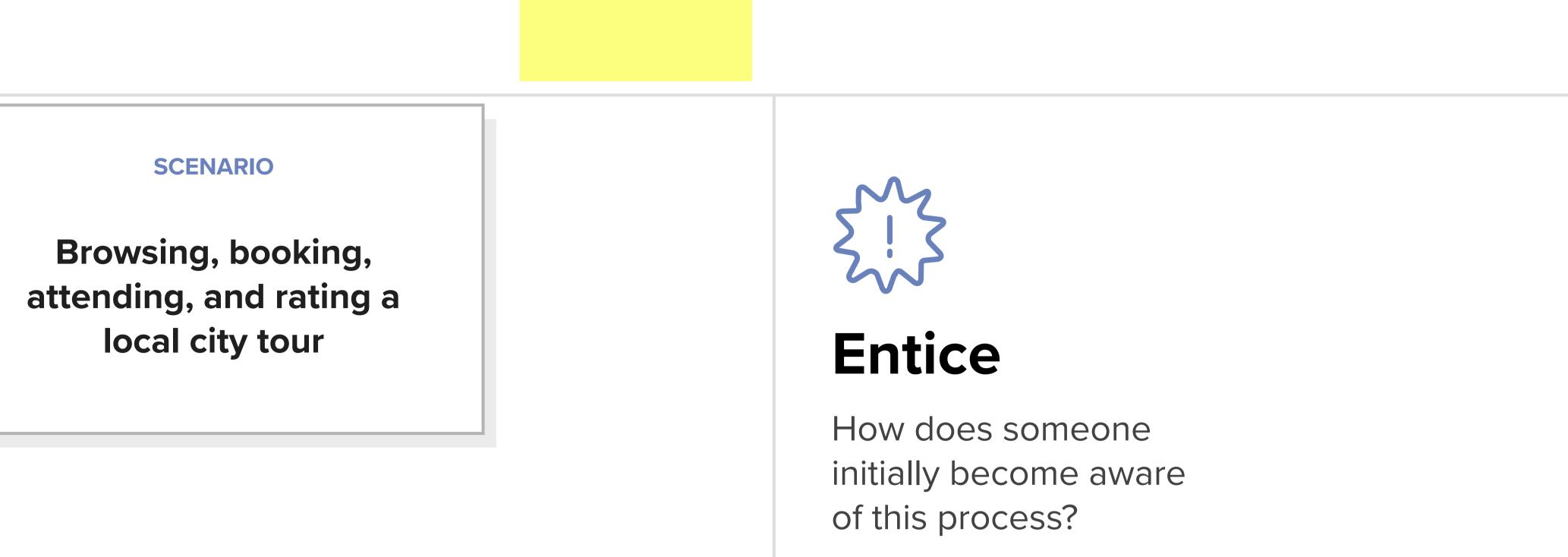
Smart Farmer Application Customer experience journey map

Product School

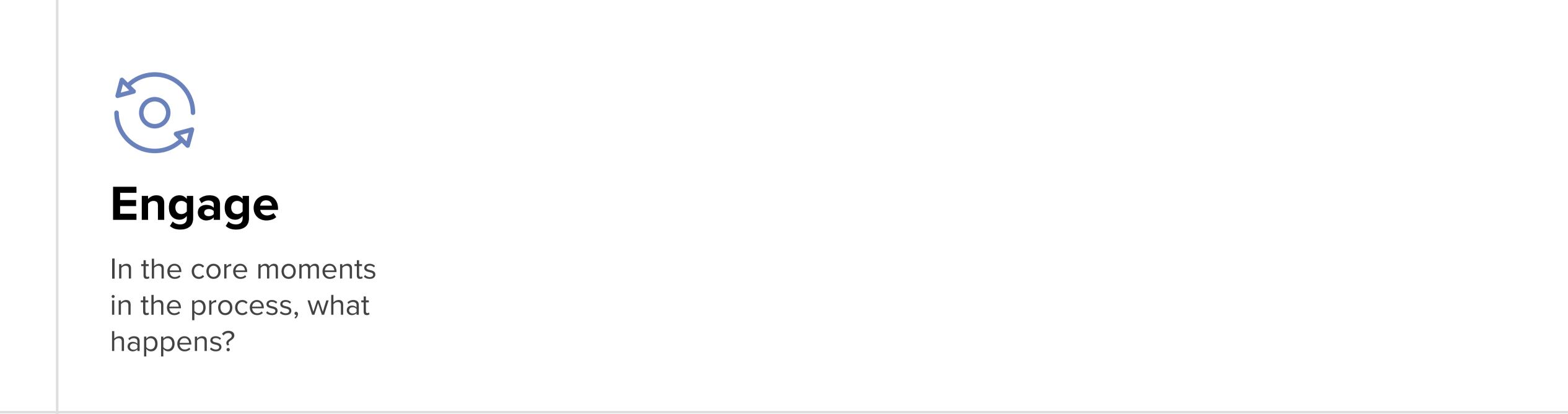
Document an existing experience

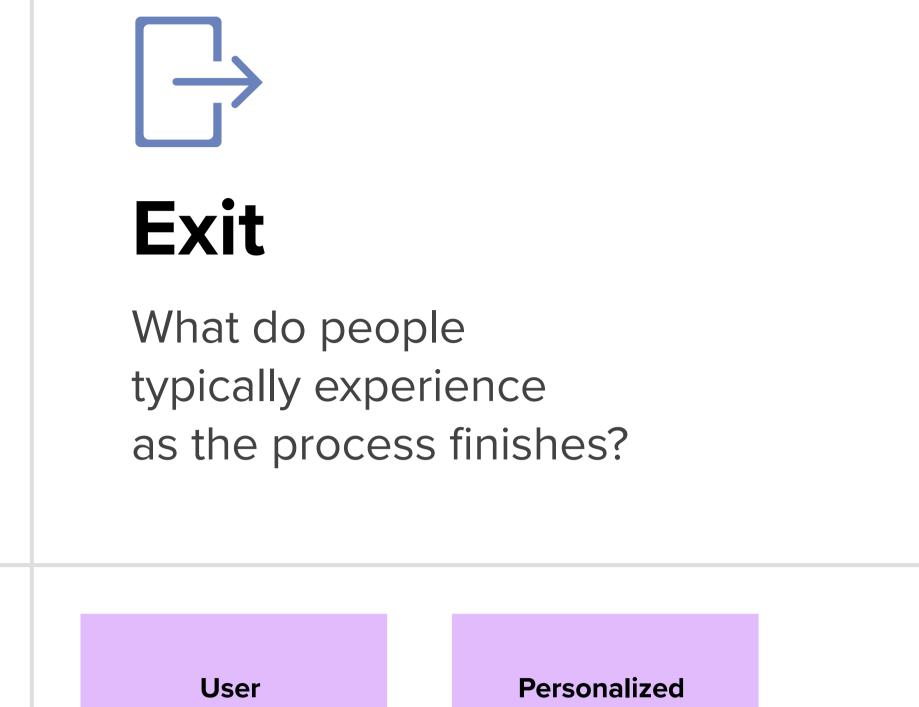
Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

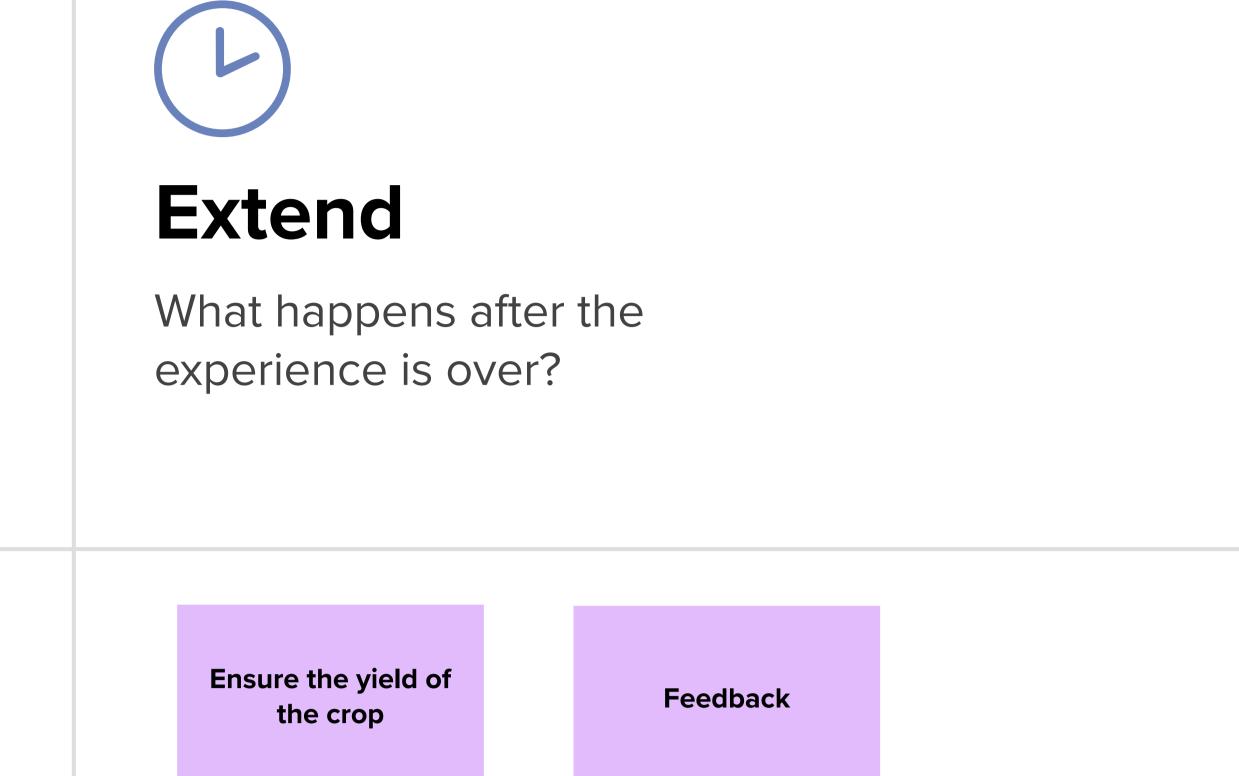
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



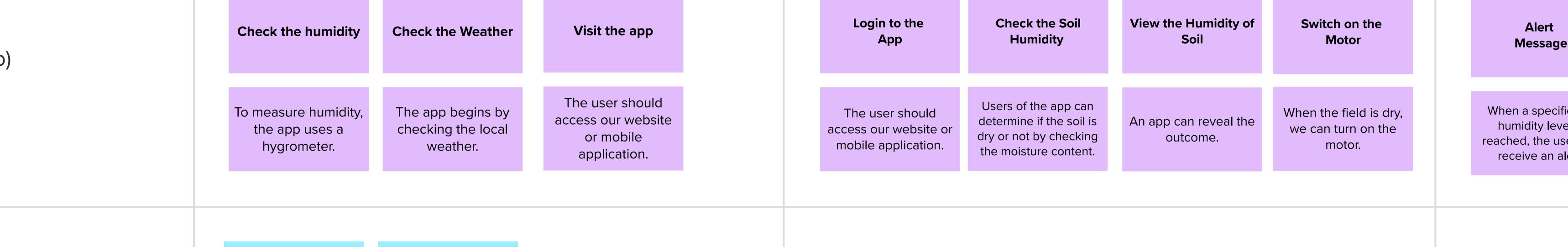




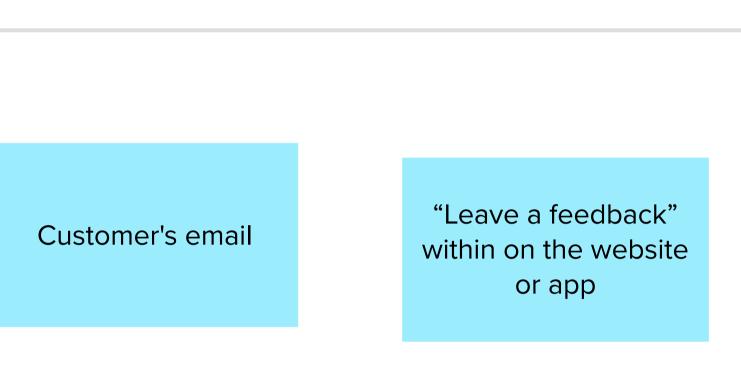




The app's users can comment on what they think and share their views.

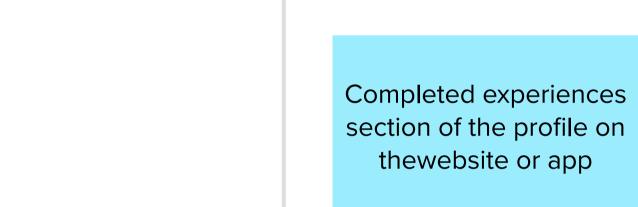




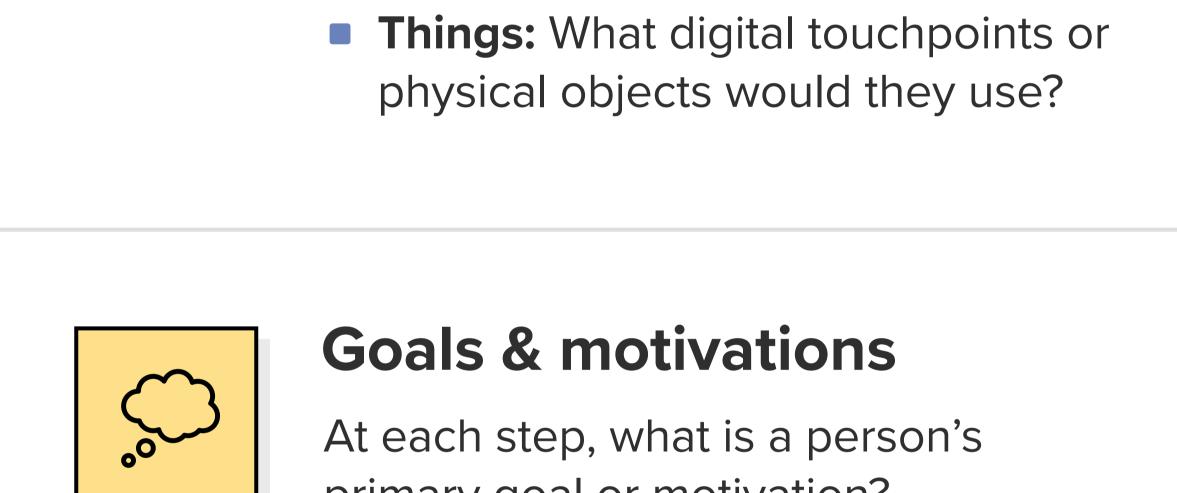


Farmers shouldn't work in

because they can stress



We can guarantee the crop's yield once it has grown.



Positive moments

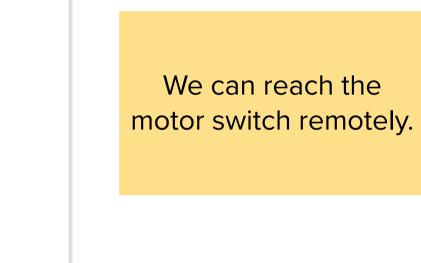
("Help me..." or "Help me avoid...")

find enjoyable, productive, fun, motivating, delightful, or exciting?

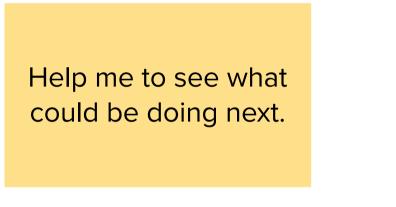
Places: Where are they?

People: Who do they see or talk to?









They can view the information regarding the field in the customer profile.



