Project Design Phase 2 – Customer Journey

Date	03/11/2022
Team ID	PNT2022TMID32359
Project Title	Exploratory Analysis of Rainfall Data in India for Agriculture
Maximum Marks	4

Customer Journey Mapping helps to visualize how customers experience the product or service and how interactions occur.

Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Farmers look for solutions to predict rainfall and weather conditions / They discover the platform through ads on TV or Grama Sabha Meeting	They can register using their email account and phone number / Farmers must fill in details about the location of where they live / Login and Usage of platform must be explained clearly	Training and Help Session on how to use the platform is attended by the Farmers / Customize their account by adding profile picture or other details / Start exploring all the available features of the platform	If they manage to understand how to use the platform well than they will recommend to other farmers / The platform might also be shared to students studying agriculture for research and education purposes
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	They want the platform to be credible and safe / They want the platform to be easy to use	Undergo error and complication free registration / Registration must be done easily and quickly	Training process must help the understand and must resolve all their queries / Farmers must be able to search for their location / Farmers must be able to get rainfall prediction data / Notifications must be sent to their phones about weather prediction	Farmers want to share a platform that will help other farmers with their problems / They might expect some bonuses or reward for sharing about the platform
Touchpoint What part of the service do they interact with?	Marketing Ads of the platform	The actual platform used to predict rainfall / The Registration and "About Us" part of the platform	They interact with actual functioning of the platform / They interact with rainfall predicting process / The Training and Redressal Services	They end up interacting with the feedback section / They provide their experience about platform to the developers
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions	🤯	🤔	🙄	🥳
Opportunities What could we improve or introduce?	Creating a very engaging marketing strategy for maximum	Make the registration process minimal ,easy,	Make the platform training more	Offer some perks or bonuses to the Farmers/Consumers
Process ownership Who is in the lead on this?	Farmer (Customer)	Platform Developer	Farmer	Farmer

miro