

Project Design Phase-II

Customer Journey Map

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Team Id: PNT2022TMID05357



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



THE PRODUCT IS TO ASSIST THE FARMER TO WATER THE CROPS

Enter
What do people experience as they begin the process?

Engage
In the core moments in the process, what happens?

Exit
What do people typically experience as the process finishes?

Steps
What does the person (or group) typically experience?

CONFUSED

THE CUSTOMER AT THE BEGINNING WILL HAVE LESS KNOWLEDGE ABOUT THE PROCESS OF OPERATION OF PRODUCT.

HAPPY

DUE TO SMART FARMING FARMERS WILL HAVE LESS TASK SO THEY FEEL HAPPY.

FULFILLMENT

THE USER GOT FULFILLMENT IN USING THE APP

Interactions
What interactions do they have at each step along the way?
• **People:** Who do they see or talk to?
• **Places:** Where are they?
• **Things:** What digital touchpoints or physical objects would they use?

PEOPLE:
OTHER FARMERS

DIGITAL TOUCH POINT:

WILL THIS PRODUCT SATISFY OUR NEEDS AND GUIDE US IN FARMING

THE USER SEEKS FOR THE REVIEW OF THE PRODUCT FROM ONLINE AND SOCIAL PLATFORMS.

PEOPLE:
OTHER FARMERS

DIGITAL TOUCH POINT:

PLACES

THE PRODUCT IS EASY TO USE

EMAIL WILL BE USED BY THEM FOR GETTING NOTIFICATIONS REGARDING THE FIELD STATUS.

THE FARMER COULD USE THIS PRODUCT REMOTELY FROM ANY PLACE

PEOPLE:
OTHER FARMERS

DIGITAL TOUCHPOINT:

FINALLY GOT A PRODUCT THAT AIDS US IN FARMING PROCESS

REALIZING THE PRODUCTS EFFECTIVENESS THE USER COULD SUGGEST OR CREATE AWARENESS ABOUT THIS IN FACEBOOK, WHATSAPP..

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

The primary goal of the customer is to understand about the app in depth, for better operation

THE GOAL OF THE USER IS TO MAKE CORRECT DECISION BASED ON THE SUGGESTION GIVEN BY THE PRODUCT.

THE MOTIVATION IS TO USE IT OPTIMALLY

THE MOTIVATION IS TO UTILIZE THE PRODUCT TO THE MAXIMUM AND TO GET THE BEST OUT OF IT.

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

CURIOSITY:

THEY WOULD FEEL CURIOUS IN USING THESE KINDS OF PRODUCT WHICH IS ENTIRELY NEW FOR THEM

EXCITING:

THE USER WILL BE EXCITED SEEING THE EFFICIENCY OF THE PRODUCT

HAPPY AND PRODUCTIVE

THE USER WILL BE HAPPY THAT THIS PRODUCT REDUCES THEIR PHYSICAL PRESENCE AND PROVIDES GOOD YIELD AND PRODUCTION IN AGRICULTURAL FIELD

HELPS IN PRODUCTIVITY.

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

CONFUSED

THE CUSTOMER AT THE BEGINNING WILL HAVE LESS KNOWLEDGE ABOUT THE PROCESS OF OPERATION OF PRODUCT.

ANGER

THE TRADITIONAL FARMER WILL FEEL DIFFICULTY WHILE USING THIS APP, AS IT HAS SOME STEPS TO USE WHICH THEY ARE NOT AWARE OFF

COSTLY

IN ORDER TO USE THIS PRODUCT, THE NEED OF A SMART PHONE WITH GOOD INTERNET FACILITY IS MUST

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

COULD PROVIDE AUTHENTICATED LOGIN TO AVOID UNAUTHORIZED ACCESS

OTHERS SUGGESTED TO PROVIDE SUPPORT SECTION IN THE LOGIN PAGE

AI COULD BE EMPLOYED TO ASSIST THE USER IN USING THE PRODUCT

OTHERS SUGGESTED TO MAKE THE UI MORE INTERACTIVE

THE UI DESIGN MIGHT HAVE BEEN IMPROVED