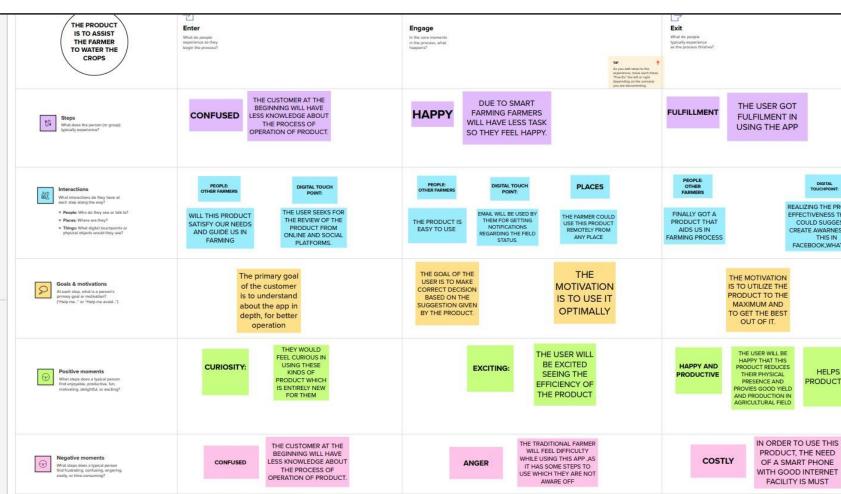# Project Design Phase-II

Customer Journey Map

Date:20 October 2022   Team Id: PNT2022TMID05165

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

Product School

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?

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

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

Enter	Engage	Exit
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 FULFILMENT 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?

Enter	Engage	Exit
PEOPLE: OTHER FARMERS — WILL THIS PRODUCT SATISFY OUR NEEDS AND GUIDE US IN FARMING / **DIGITAL TOUCH POINT:** THE USER SEEKS FOR THE REVIEW OF THE PRODUCT FROM ONLINE AND SOCIAL PLATFORMS.	**PEOPLE: OTHER FARMERS** — THE PRODUCT IS EASY TO USE / **DIGITAL TOUCH POINT:** EMAIL WILL BE USED BY THEM FOR GETTING NOTIFICATIONS REGARDING THE FIELD STATUS. / **PLACES** — THE FARMER COULD USE THIS PRODUCT REMOTELY FROM ANY PLACE	**PEOPLE: OTHER FARMERS** — FINALLY GOT A PRODUCT THAT AIDS US IN FARMING PROCESS / **DIGITAL TOUCHPOINT:** REALIZING THE PRODUCTS EFFECTIVENESS THE USER COULD SUGGEST OR CREATE AWARNESS AOUT THIS IN FACEBOOK,WHATSAPP..

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

Enter	Engage	Exit
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?

Enter	Engage	Exit
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 PROVIES 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?

Enter	Engage	Exit
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?

Enter	Engage	Exit
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