














ESTIMATE THE CROP YIELD USING DATA ANALYTICS

Customer Journey Map

| | <div>Entice How does someone initially become aware of this process?</div> | <div>Enter What do people experience as they begin the process?</div> | <div>Engage In the core moments in the process, what happens?</div> | <div>Exit What do people typically experience as the process finishes?</div> | <div>Extend What happens after the experience is over?</div> |
|--|---|---|---|--|--|
| <div>Steps What does the person (or group) typically experience?</div> | <div><div>Understand that there's an application that can help with farming</div><div>try to predict and check the prediction</div><div>Try to gain insights through the visualizations</div><div>Become more aware about</div></div> | <div><div>Learning how to use the application</div><div>Initial trouble</div></div> | <div><div>a holistic understanding about the usage of the application is brought about</div></div> | <div><div>Technology in a specified domain</div></div> | <div><div>Recommends to people of the same domain</div></div> |
| <div><div>Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div> | <div><div>Agricultural Experts</div><div>Usage of mobiles</div><div>Agricultural Areas</div></div> | <div><div>with people who have a slight awareness about working on online applications</div></div> | <div><div>People without a huge idea about applications feel ease in using it</div></div> | <div><div>Usage of Internet, web and mobile applications</div></div> | <div><div>Continue the usage</div></div> |
| <div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div> | <div><div>To enter into the process successfully</div></div> | <div><div>To be able to use the application without anyone's help</div></div> | <div><div>To be able to use the application without anyone's help</div></div> | <div><div>Try to use various other apps for the same domain and use</div></div> | <div><div>Scales up with the trend</div></div> |
| <div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div> | <div><div>Able to witness a new technology that might be helpful for them to incorporate technology in their field</div></div> | <div><div>Noticing the usage of the app</div></div> | <div><div>Crop yield prediction</div></div> | <div><div>Open to new and similar apps</div></div> | <div><div>Better Awareness</div></div> |
| <div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div> | <div><div>Less Awareness or information not reaching the end customers</div></div> | <div><div>Initial trouble with using the app</div></div> | <div><div>Technical Issues encountered</div></div> | <div><div>Technical Issues encountered</div></div> | <div><div>Issues with accustoming to new apps</div></div> |
| <div><div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div></div> | <div><div>Bringing Awareness</div><div>Making the application user-friendly</div></div> | <div><div>Making the pilot experience easy</div></div> | <div><div>Open to technology during agriculture</div></div> | <div><div>Ready to use technology and build better</div></div> | <div><div>To keep rendering more new such apps to the field</div></div> |