CUSTOMER JOURNEY MAP

Team ID :PNT2022TMID05406

SCENARIO Entice Engage **Exit Extend Enter** Browsing, booking, attending, and rating a How does someone What happens after the What do people What do people In the core moments local city tour experience is over? initially become aware typically experience in the process, what experience as they of this process? as the process finishes? begin the process? happens? Steps Gains trust by **Explores digital** Tries and tests all **Explore various** Checks about app **Enters random** Learns about rainfall Tries to get familiar Become dependant **Apapt themselves to** Choose a specific begins to solve it on the features that visualizations inputs in the app to comparing actual price and Logs out of region to get on the app or the web app and What does the person (or group) with the UI and their own ,with the help are required for available on the check the predicted and predicted from news mass media, product in the long prediction results recall the features or of family typically experience? daily needs dashboard friends service available Begins rainfall **Executes the same** Logins or registers things for other prediction based on with user places or regions and their instincts and credentials checks the app experience efficiency Interactions **Explores** Interacts with UI blogs,Social media Seeks help from **Recommends to** What interactions do they have at which is available and contacts others on how other farmers, with simple each step along the way? connections to use **Interacts with other Plantation workers** language users about the app People: Who do they see or talk to? feathures and Gets aware of all the Reads out the user controls and options **Uses smartphones** results Gives feedback manual from the present in each section Places: Where are they? and open the based on the webpage on how to (eg. profile, prediction use the product Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Help me to get Help me to get Helps me to get Help me to avoid At each step, what is a person's Help me to get satisfied with the future alerts and higher crop data breach and primary goal or motivation? results with less heavy rainfall accurate rainfall production and inaccurate bandwidth prediction warnings profits ("Help me..." or "Help me avoid...") prediction connsumption **Positive moments** Proper plannings & **User - friendly web** Effective feedback Portable and usable reliable decisions What steps does a typical person Relevant alerts and application in mobile platforms and support made from the warnings find enjoyable, productive, fun, predicated results **Exciting visulisations** motivating, delightful, or exciting? Reliable and 24/7 Easy to use and of rainfall in various Regularly updated Secured with user available flexible for daily regions of India **Authentication Negative moments** What steps does a typical person Assurance and Ads consuming The user's mobile find frustrating, confusing, angering, guarantee of the **Network Disruption** Concerns about screen space and gets slowed or costly, or time-consuming? prediction the in rural places privacy user time hanged product is giving Areas of opportunity Integrating more **Enchancing** How might we make each step interactive Adding regional communication **Adding voice** Increasing visualisations for better? What ideas do we have? languages like between the user assisstant support Model better user insights **Addressing** Bengali, Tamil, Kannada What have others suggested? and system for impaired users Accuracy along with English customer issues and complaints as soon as possible