

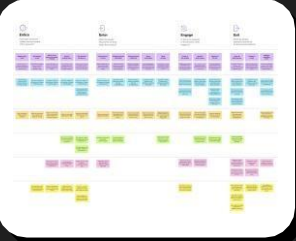


Customer experience journey map

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.

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| | |
|--------------|--|
| Date | 18 October 2022 |
| Team ID | PNT2022TMID24342 |
| Project Name | Estimate Crop Yield Using Data Analytics |



Document an existing experience
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP



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

| | | | | | |
|--|---|---|--|--|---|
| <div>Scenario</div> <div>Estimation of crop yield</div> | <div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div> | <div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div> | <div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div> | <div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div> | <div></div> <div>Extend</div> <div>What happens after the experience is over?</div> |
| <div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div> | <div>Login</div> <div>Onboarding</div> <div>Registration if New user</div> <div>Login using User id and password</div> | <div>Visualization</div> <div>User can view different dashboards</div> | <div>Analysis</div> <div>User can analyze and predict the way for profit</div> | <div>Greeting Users</div> <div>Feedback</div> <div>Thanking users for using the Visualization</div> <div>Providing feedback form for knowing user's satisfaction</div> | <div>Real time information</div> <div>Useful</div> |
| <div></div> <div>Interactions</div> <div>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 touch points or physical objects would they use?</div> | <div>Useful and very informative</div> <div>Advertisement in social media and newspaper</div> <div>[Interaction with a thing]</div> | <div>Free trial pages available</div> <div>Can login with Email accounts</div> | <div>User can perform analysis and interact with it for profit</div> <div>They perform questionnaire among farmers and analyze</div> | <div>Experience of Digital Farming</div> <div>Able to know about farming knowledge</div> | <div>Time Saving concept</div> <div>User Friendly for any kind of users</div> |
| <div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> | <div>Help me for prediction</div> <div>Help me for Analyzing</div> | <div>Help me for better customer experience</div> <div>Help me for User friendly</div> | <div>Help me track profit</div> <div>Help me for creating free trial page for users</div> <div>Help me avoid less free trials</div> | <div>Help me with experts thought sharing</div> <div>Help me for creating login credentials</div> | <div>Help me for high productivity</div> <div>Help me to avoid user inconvenience</div> |
| <div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>It is user friendly everyone can use it</div> <div>Update in farming</div> | <div>Knows knowledge about exact quantity and usage</div> <div>It is interactive for usage</div> | <div>It is very useful and informative</div> <div>It provides crop protection details</div> | <div>It is an update in farming</div> <div>Predicts proper irrigation</div> | <div>Ease of usage</div> <div>Prediction helps in increase of profit</div> |
| <div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> | <div>User has Fear of loss thought because it is new</div> | <div>No difference between new and old system</div> | <div>Not possible</div> <div>Though it of it will price high and exceed budget</div> | <div>Doubting its success</div> <div>Consumes loyalty of customers</div> | <div>Negative comments</div> <div>Waste of time</div> <div>Less Performance</div> |
| <div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div> | <div>Increase crop value</div> <div>Increase customer</div> | <div>Using dashboard details users can increase their production</div> <div>Making login and registration process simple</div> <div>Increasing security</div> | <div>Updating Features and policies</div> <div>Updating database</div> | <div>User interface can be improvised</div> | <div>Improve crop production</div> <div>Improve Quality of Crop</div> |

