




# 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

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## 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.

## EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

TEAM ID:  
PNT2022TMID01292

	<div></div> <div><b>Entice</b> How does someone initially become aware of this process?</div>	<div></div> <div><b>Enter</b> What do people experience as they begin the process?</div>	<div></div> <div><b>Engage</b> In the core moments in the process, what happens?</div>	<div></div> <div><b>Exit</b> What do people typically experience as the process finishes?</div>
<div></div> <div><b>Steps</b> What does the person (or group) typically experience?</div>	<div></div> <div>By sharing the informations from farmers to farmers</div>	<div></div>	<div></div> <div>Displays the result in graphical format</div>	<div></div> <div>He/She may feel Good to know the rainfall result</div>
<div></div> <div><b>Interactions</b> What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div></div> <div>Through marketing platforms</div>	<div></div> <div>They talk about the consistency and the integrity of the predicated data</div>	<div>How effective is this Prediction model?</div> <div>May wants to know about how the prediction works</div>	<div>Provides the user feedback</div> <div>Recommends it to other farmers</div>
<div></div> <div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div>	<div></div>	<div></div>	<div></div>
<div></div> <div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div>	<div></div>	<div></div>	<div></div>
<div></div> <div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Trust issues in the rainfall prediction</div>	<div>Worry about the security and privacy of the provided information</div>	<div>Guarantee of rainfall of the estimated period</div>	<div>Waits for confirmation with actual rainfall</div>

