Document an existing experience

Narrow your focus to a specific scenario or process within an **Epities** 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 hitially become aware of this process?

Enter

What do people experience as they begin the process?

In the core moments in the process, what happens?

Engage

TIP Exit As you add stend to those experience, move each these "five Establishing richese depending them of the commenting."

What happens after the experience is over?

Extend

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

Share template feedback

Steps

Digital Marketing

customer will learn the applications and

how to use them

By using the application soil monitoring and irrigation methods can be done effectively than the existing methods

productivity yield will be higher

lesser as compared to other irrigation system

There will no soil erosion

the present system this

Compared to application is more effective

Interactions

content, research

interest, team players

What interactions do they have at each step along the way?

People: Farmers from nearby field
Places: Thanjavur
Things: Digital touchpoints

Team has habit of reading books, writing technical

At the starting the customer will be worried about the process and they will think whether it will be effective

The customer will get to handle application through the person who has the knowledge about that application

they will develop some sort of trust towards the application and will be eager to learn more about the application

They will be able to use the app with our technical assistance

They will have good experience while using this app and they will have productive yields

Goals & motivations

Fertile soil, less investment, quality crops, good profit

Lower the productivity loss and to make farming easier

Initially the growth of the plants can be seen & it provides more hope to use the application

They will compare the growth and production before and after the use of application They will be satisfied with the outcome & will not their decision of using this application

They will expand their usage to other farming application

Positive moments

Amazement of modern equipment. Looks like magic for customers

Curious on how the technology works they will be aware of many new techniques in positively they will learn the app technolgy They will get to know about the tremondous developments in agriculture

They may recomend their positive feedbacks about the app and help people to work with the app

Negative moments

Slight irritation of network issues, this doesn't good at all times At first they will find the app costly and will have trust issues

And once if they trust and have enough budget they will buy the app and the learning process is quite challenging The learning process is not easy for everyone the understanding capacity differs

There will be hard learning process and understanding

If learning become an challenging task one cant handle the app all alone and should have a people assiting them always

Areas of opportunity

Required loan at right time

Knowledge on modern eqipments

This application can be used in terrace gardening

Customers will come to know about the tremendous growth in agriculture