

# Customer experience journey map

TEAM ID	PNT2022TMID46217
PROJECT NAME	SMART FARMER (IOT)

## Stakeholder Group: Smallholder Farmers

Stage	Awareness	Information Gathering	Decision Making	Purchase	After-Sales
Goals	Understand what possibilities exist	Learning	Setting criteria for final purchase decision	Complete purchase	Receive training & support as needed
Actions	<ul style="list-style-type: none"> <li>Sees a demo at a community center</li> </ul>	<ul style="list-style-type: none"> <li>Attends second demo</li> <li>Talks to neighbors</li> </ul>	<ul style="list-style-type: none"> <li>Compares possibilities to current</li> <li>Researches financing options</li> <li>Consults family members</li> </ul>	<ul style="list-style-type: none"> <li>Travels 1.5hrs to outlet</li> <li>Completes purchase</li> <li>Must wait 1 week for delivery</li> </ul>	<ul style="list-style-type: none"> <li>Requests training</li> <li>Travels to outlet to receive training</li> <li>Puts training into practice independently</li> </ul>
Touch-points	<ul style="list-style-type: none"> <li>Information provided at demo</li> <li>Interaction with salesman at demo</li> </ul>	<ul style="list-style-type: none"> <li>Information provided at demo</li> </ul>	<ul style="list-style-type: none"> <li>Information that can be shared with others</li> </ul>	<ul style="list-style-type: none"> <li>Final sales</li> <li>Purchase process</li> <li>Salesman</li> </ul>	<ul style="list-style-type: none"> <li>Training programs</li> <li>Independent learning/reference materials</li> </ul>
Feeling	Excitement	Building excitement, interest	Interested Busy, overwhelmed, conflicted	Empowered Nervous, self-doubt	Accomplished, proud Confused, worried
Pain-points	<ul style="list-style-type: none"> <li>Information wasn't clear the first time</li> </ul>	<ul style="list-style-type: none"> <li>Salesperson wasn't able to make a connection</li> <li>Some information was confusing</li> <li>Difficult to explain the opportunity to others</li> </ul>	<ul style="list-style-type: none"> <li>Family doubt over investment</li> <li>Lack of outside resources</li> <li>Lack of financing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Wait-time wasn't communicated</li> <li>Missed opportunity for instant gratification</li> </ul>	<ul style="list-style-type: none"> <li>Training wasn't clear</li> <li>Self directed training/reference materials aren't helpful</li> <li>Difficult to customer to train others and answer questions on-site</li> </ul>
Key Insights		Information needs to be easily shared outside demos & workshops	Decisions depend on family and community support	Instant gratification is important after a large purchase	Pressure to "understand" during training may lead to confusion later