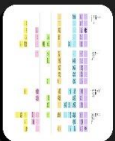# Customer experience journey map

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 or powered with
Product School

Share template feedback.

Need some inspiration?

EXPLORATORY ANALYSIS OF RAINFALL DATA IN INDIA FOR AGRICULTURE

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.

		Entice	Enter	Engage	Exit
Steps How does the person (or group) typically experience?	Browsing, booking, attending, and rating a local day tour	How does people initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process is finished?
Interactions What interactions do they have at each step along the way? People: Who are they with or talk to? Things: What digital touchpoints or physical objects would they use?		Farmers come across the problem and they find the way to solve that problem; By sharing the informations from farmers to farmers; Before cultivation farmers wants to check the weather condition; Social media, blogs, field developers; Through marketing platforms	They feel excited about using our application; Hope that this will help in good production of crops; They talk about the consistency and the integrity of the predicated data; They feel about the accuracy of the result	Gathering of the rainfall data; Displays the result in graphical format; Predicts the rainfall with the ML model; How effective is this Prediction model?; May wants to know about how the prediction works	He/She may wants to know accuracy of the result; He/She may feel Good to know the rainfall result; Provides the user feedback; Recommends it to other farmers
Goals & motivations What is the person's primary goal in each scenario?		Farmers goal is to maintain their fields in good manner; Farmers give importance to rainfall to maintain their crops	To make the Farmers think positively; Make the User satisfied with the service	The Goal is to provide the most accurate result; Help Farmers to get benefited from our predicted result	To improve the interactive experience
Positive moments What's going well? Typical person that recognizes a product or service, find motivating, delightful, or exciting?		A user friendly application to help farmers	Easy login features and daily notifications	The graphical representation of the result; Provides the suggestion of the crops	Need of user reaction to improve the system
Negative moments What is going wrong? Typical person that recognizes a product or service, find frustrating, confusing, angering, costly, or time-consuming?		Trust issues in the rainfall prediction	Worry about the security and privacy of the provided information	Guarantee of rainfall of the estimated period	Waits for confirmation with actual rainfall