Requirement Analysis Phase

Customer journey Map

Date	26 June 2025
Team ID	LTVIP2025TMID20416
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
Maximum Marks	5 Marks

Customer Journey Map

	Awareness	Consideration	Acquisittion	Service	Loyalty	Loyalty
Steps	User learns about the **app through** ads or ward' mouth	User **compares** the app fornanal noiector or other solutions	User registers for an account pror installs mobile **app**	User **uploads**, image of truits/ vegelables using amalysis	Loyare /indicih **User app to quality** control	
Emotions	Curious Interested	HSghigght cost fime savings *hopeful*	Exciting, seamless registration process	Satisfied by the app's qluick and accurate results	Provide accu-rate, reliable results with clear outcome indicators	
Opportunities	Create eng-aging education content about AI and produce quality	Highlight cost and time savings	Exciting, seamless reqistration process	Provide accurate, rellable results with clear outcome indicators	Encourage sharing of results for quality assurance	