

Customer Journey Map

Date	29 June 2025
Team ID	LTVIP2025TMID41462
Project Name	Smart Sorting : Transfer Learning For Identifying Rotten Fruits And Vegetables
Maximum Marks	

Customer Journey Map

Customer Persona: Retail Quality Inspector / Vendor / Household User

Product: Smart Sorting Web App using AI (Fresh/Rotten Fruit & Vegetable Classifier)

Goal: Accurately detect and classify produce quality through image upload to reduce wastage and ensure freshness.

Overview Table

Here is the content in a table format:

Stage	Touch points	Customer Actions	Experience	Pain Points	Opportunities for Improvement
Awareness	Word-of-mouth, Social media, Posters	Learns about the Smart Sorting app	Curious	Unsure if tool is accurate or works on phone	Provide demo video, feature list on landing page
Consideration	Smart Sorting Homepage	Explores how to use app, uploads a test image	Cautiously interested	UI slightly confusing for first-time user	Add tooltips or welcome guide popup
On -boarding	File Upload UI, Prediction Result page	Uploads produce image, views prediction	Impressed	Upload size limit or format mismatch	Allow drag-drop, add supported formats info
Usage	Flask App Backend, Trained Model	Uploads bulk images daily to sort produce	Productive, efficient	Wants multi-image upload or mobile app	Add batch upload feature, Android version (future scope)
Monitoring	Prediction Result Screen, Confidence	Uses results to separate produce for sale	Confident	Wants confidence score shown clearly	Add bar meter or percentage below prediction label

Maintenance	Image retraining (future feature)	Feeds new images to improve model (v2)	Engaged	Needs feedback option	Add “Did we get it right?” button
Support	FAQ, Chatbot (future), Email	Asks about low accuracy or image issues	Supported	Limited immediate help	Include chatbot / help widget
Feedback	Feedback Form, GitHub Issues	Reports wrong classifications or suggests improvements	Cooperative	No clear follow-up on suggestions	Add feedback status tracker or thank you email