

- **Costumer journey map**

Stage	Goal	User Action	Emotion	Touchpoints	Pain Points	Opportunity
Awareness	User learns about the app.	Sees ads or recommendations.	Curious, Interested	Website, Social Media, Advertisement, App Store	Unclear functionality.	Simple onboarding with explanation
Onboarding	User installs the app and sets it up.	Downloads, signs up, enters data.	Excited but uncertain	Welcome screen, tutorial, data entry forms	Information overload, data complexity.	Guided data entry, tooltips for help.
Data Collection	User enters data for predictions.	Enters environmental , management data.	Involved, Overwhelmed	Data input screens, help features, summary page	Too much data, confusion.	Simplify inputs with pre-sets or tips.
Prediction & Insights	User gets predictions on plant growth.	Reviews charts and insights.	Empowered but unclear	Line charts, bar charts, dashboard	Data interpretation, accuracy of predictions	Actionable insights, clear explanations
Decision-Making	User takes action on the recommendations.	Follows actions for plant care.	Confident, Dependent	Task scheduler, alerts, reminders	Risk of inaction, inaccurate suggestions	Notifications and reminders for actions.
Monitoring & Feedback	User tracks progress and receives feedback.	Monitors plant growth.	Reassured, Concerned	Real-time monitoring, push notifications	Lack of clear feedback on progress.	Visual feedback on plant health.