

Customer Journey Map

Date	27 June 2025
Team ID	LTVIP2025TMID33049
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	4marks

	Step	Customer Action / Touchpoint	System Action / Response	Outcome / Purpose
	1	Customer learns about the app (via outreach, word of mouth, etc.)	Information about app purpose & benefits provided	Awareness created about disease diagnosis tool
	2	Customer downloads/opens the mobile/web app	App launches with Home Screen showing project overview	User ready to use the app
	3	Customer selects "Get Started" or "Diagnose Disease"	App navigates to the upload/input screen	Customer begins disease diagnosis
	4	Customer inputs symptoms, environmental data, or uploads poultry images	System accepts inputs or images	Data collected for analysis
	5	Customer clicks "Submit" or "Diagnose"	Backend processes inputs, applies transfer learning model to classify disease	Disease classification performed
	6	System outputs disease diagnosis and recommended treatment	App displays diagnosis result and suggestions on-screen	Customer informed of poultry health status
	7	Customer reviews advice, applies treatment steps on farm	Customer takes preventive or curative measures	Disease impact minimized
	8	Customer optionally saves or shares the diagnosis report	App provides options to save report or share with vets/experts	Customer builds a health management record
	9	Customer provides feedback on app experience or disease outcome	Feedback collected via app form or surveys	Continuous improvement of the app
	10	Customer returns to app periodically to monitor poultry health	Repeats diagnosis cycle with new data as needed	Ongoing health management and early detection