Customer Journey Map

	Entice — How does someone initially become aware of this process?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?

Scenario
A poultry farmer or veterinary student uses the mobile app to diagnose poultry health issues and receive treatment suggestions.

Steps
. capture Image
. upload the image through the app interface.
. AI model process the image & detects disease (e.g. Coccidiosis, Salmonella, etc)
. Result show as: Healthy/Disease Name.
. Treatment Suggestion.
. Feedback/Review

- Entice: Capture image; Upload to app; Model prediction; View Result; Treatment Suggestion
- Enter: User download or opens the app from play store; Sees a welcome screen; Explores the app features; Taps on the upload image section to begin diagnosis
- Engage: User uploads the image of a chicken showing signs of illness; App runs the AI model to detect the disease; Prediction result is displayed: Healthy/Coccidiosis; Confidence score is shown; Treatment suggestions
- Exit: User finishes viewing the prediction result; Receives treatment advice or precautions; Option to save/share results or take screenshot; May be prompted to rate or give feedback; Closes tha app or explores other features
- Extend: User receives a follow-up notification or tip; App may recommend prevention tips or healthy guides; Past results are saved in profile; User may return to the app to check another chicken; Personalised suggestions for future health care may appear

Interactions
What interactions do they have at each step?
People: Other farmers, family
Places: Farm or Home
Things: Colab notebook, Flask ,Mobile phone, app store.

- Entice: what interactions do they have at each step?; Phone, Camera; App interface at all steps; Feedback form or suggestion box for tool updates
- Enter: Touch interactions with the mobile app .; Navigate through menus or buttons; May view a short tutorial or image upload instructions; Uses phone's file browser or camera to select image
- Engage: Image input through camera or gallery; Backend AI model processes the image; Result screen with disease name + treatment steps; Possibly scrolls or taps for more details; Option to connect a vet or read FAQs
- Exit: Taps "Back" or "Finish" on result screen; May scroll through treatment advice; Sees feedback/review popup; App might send a follow-up notification later; Might exit app after screenshot or reading result
- Extend: Push notification from app; Re-opening the app from time to time; Viewing past predictions; Clicking on prevention or disease awareness content; Sharing the app with friends/family

Goals & Motivations
At each step, what is their goal?
. "Help me identify the disease quickly"
. "Help me avoid spreading infection to other chickens"
. "Help me understand the symptoms and seriousness".
. "Help me trust the result before giving treatment".
. "Help me save vet costs and reduce chicken deaths".

- Entice: Help me identify the disease quickly; Simple image upload experience; Accurate Predictions
- Enter: Helps me understand what this app does; Help me use it easily without confusion; Help me trust this before I share private images; Help me get a diagnosis with minimal effort
- Engage: Help me get an accurate diagnosis right now; Help me know what this disease means; Help me understands how serious this is; Help me act fast to save my chickens
- Exit: Help me remember what steps to take next; Help me act on the advice even after leaving the app; Help me feel confident that the issue is manageable; Help me share this with others
- Extend: Help me prevent this from happening again; Help me track my poultry health over time; Help me build trust with this app for future use; Help me feel supported even after the result

Positive Moments
What steps are enjoyable, exciting, or productive?
. Fast and easy detection from mobile
. Simple image upload experience
. Accurate predictions from the AI technical skills.
. Useful treatment advice in-app.
. Helpful reminders and follow-up tips.

- Entice: Add offline mode for image prediction; Support Telugu and regional languages; Connect to local veterinarians through the app
- Enter: App is simple to use, no sign-up required; Clear labels like "Upload" and "View" "Result" build confidence; Visual icons or onboarding guide makes it beginner-friendly; Quick start = saves time in emergency situations
- Engage: Fast and accurate result builds trust in the app; Confidence score gives user clarity & belief; Clear disease name+ image+ symptom info = easy understanding; Immediate treatment advice saves time & prevents panic
- Exit: Feeling relieved after getting a clear result; Gratitude for easy advice at no cost; Motivation to care better for poultry in future; Happy to find a simple tech solution in rural setting
- Extend: Surprise & delight from personalized care tips; Feels like the app cares about the chickens future; Learns something new about disease prevention; Gets used to using tech in daily farming

Negative Moments
What steps are frustrating or confusing?
. Poor image quality leads to wrong results
. No internet, app won't work
. Confusion about disease names
. App crashes or is low

- Entice: No immediate error handling if a value is missing; Poor image quality; Network issue
- Enter: User may feel unsure what the app actually does at first; Confusion if there is no language support; No clear instructions on which kind of image to upload; User might worry about data safety or prediction accuracy
- Engage: Image may be rejected due to poor quality; AI model may misclassify or show "Unknown"; Too much text = info overload; No option to verify result or ask expert
- Exit: Unsure what to do next if no vet is nearby; May forget treatment advice after closing the app; App closes unexpectedly without saving result; Some users skip feedback step due to confusion or hurry
- Extend: User may ignore or miss the notifications; App doesn't track history; Lack of new features may make the app boring over time

Areas of Opportunity
How might we improve the process?
. Add offline mode for image prediction
. Connect to local veterinarians through the app
. Guide users on how to take a clear photo
. Add voice instructions for low-literacy users
. Send prevention tips based on past diseases.

- Entice: Add offline mode for image prediction; support regional languages; Guide users on how to take a proper photo
- Enter: Add a short onboarding tutorial; Add sample image previews; supports multiple languages; Give a guest mode to reduce friction; provide a "How it works" section to build trust
- Engage: Add photo quality check before upload; Allow second-opinion prediction or "re-check"; Add voice-over explanation; Ask expert button
- Exit: Add "Saves as PDF or "Download Result" option; Send follow-up reminder notifications after 1 day; Create "Treatment" checklist users can follow; Let users share result with vet via whatsapp
- Extend: create a disease history section to track past diagnoses; Send weekly poultry care tips; Allow community sharing of tips or questions; Include success stories or testimonials from other users; Offer seasonal disease alerts