






POULTRY DISEASE CLASSIFICATION USING TRANSFER LEARNING

STEPS	ENTICE	UPLOAD & DIAGNOSE	VIEW RESULTS	EXTEND	EXTEND
CUSTOMER EXPERIENCE	 <p>Learns about the platform via an ad. vet. or agriculture forum</p>	 <p>Chooses an image, photo select feature Camera</p>	 <p>Sees classification result including possible disease name and confidence score</p>	 <p>Time to prevent future disease announcements</p>	 <p>Personalized series of seasonal frequency as</p>
INTERACTIONS	Visits platform via an ad or Store	Choose an image, hit "classify"	Read prediction output / classify"	Email alerts, app notifications	Email, app push notifications
DIGITAL/PHYSICAL TOUCHPOINTS	Navigate to and, hear about it at a store	Phone camera, upload portal	Interacts with user-friendly button labels	Email alerts, app notifications	Email, app push notifications
GOALS & MOTIVATIONS	. Help me find a fast, easy way to identify poultry diseases	. Help me identify what's wrong with my poultry quickly	Color-coded results, high accuracy score, confidence	. Help me prevent future disease outbreaks	Personalized disease prevention content
POSITIVE MOMENTS	Help me find a fast way to identify diseases	Instant feedback, User friendly button labels	Color-coded results, High accuracy score, confidence	Ignoring messages due to frequency or language barrier	Localized language support and message frequency control
OPPORTUNITIES	Collaborative with agricultural or influenza's to spread awareness.	Add photo tips, auto-crop, and quality feedback before	Include "probability meter" flagging uncertain results, lab testing	Localized language, support, and message frequency control options	Localized language support and message frequency control options