

Project Design Phase-II
Customer Journey Map

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| Date | 12 October 2022 |
| Team ID | PNT2022TMID32003 |
| Project Name | Fertilizer Recommendation System for Disease Prediction |

| STAGES | AWARENESS | INFORMATION GATHERING | DECISION MAKING | PESTICIDE SELECTION | BEFORE DETECTION | AFTER DETECTION |
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| GOALS | Understand the type of leaf disease possibilities exist. | Learning | Setting criteria for Complete Healthy leaf knowledge about pesticides and achieve high yield production. | | Leaf with high possibility of diseases. | A well-treated and healthy leaf without any disease. |
| ACTIONS | Sees a demo leaf with high infection which has to be treated. | Know about all the healthy and unhealthy leaf and talk to the specialist. | ✓ Compares healthy leaf possibilities to the Knowledge unhealthy one and about which leaf makes a should treated decision with what kind of fertilizers | ✓ Check leaf condition ✓ Check the weather condition | ✓ Treats the leaf with suitable fertilizer as suggested | |
| TOUCH POINTS | ✓ Information provided at research ✓ Interactions with the specialists at the research center. | Verify the information provided at research | ✓ Refer to the leaf family Information that can be asked/known quality and cost . with others for good healthy leaf production. | ✓ Check the soil condition Checking pesticide be | ✓ Makes sure of the suitable soil and weather condition Get to know the knowledge about leaf and its diseases. | ✓ Training all leave with good reference or by using good learning materials. |

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| FEELINGS | POSITIVE ↓ NEUTRAL ↓ NEGATIVE | Building excitement, cost of effort | | Interested in yielding | | Satisfied |
| | | | Hesitation, self-doubt | Confusion, Doubt in choice | Frustrated, worried | |
| PAIN POINTS | Information was not clear at first. | Difficult to understand the leaf disease Some information was confusing. | Lack of outside resources Doubt over the specialist information Lack of financing opportunities. | More cost consuming Takes lot of time for detection More confusion over choosing the pesticides. | Missed opportunity for initial pampering of leaf needs Difficult for a farmer to choose amount of soil. | Training was not clear Self-directed training/reference materials also was not clear. |
| KEY INSIGHTS | Awareness over the leaf diseases should be given to farmers. | Information needs to be easily shared outside, through demos and workshops. | Decision depends on specialists and farmers according to their wish for a healthy leaf. | Pesticides has to be selected according to requirements for leaf nourishment. | Leaf was unhealthy and disease infected. | An enhanced customer experiences Increased yield production Data enabled decision making using data analytics, sharing of best fertilizers. |