

Project Design Phase-II

Customer Journey Map

Date	18 October 2022
Team ID	PNT2022TMID16002
Project Name	Fertilizers Recommendation System for Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	Understanding the type of leaf disease that possibly exist.	Learning on what diseases are present and their cure.	Enlisting the criteria for a healthy leaf.	Complete knowledge about the pesticides and in order to achieve higher yield.	Leaf with high probability of diseases.	Well-treated and a healthy leaf without any disease.
ACTIONS	Captures a demo leaf with extensive infection which has to be treated.	Acquiring the knowledge on the healthy and unhealthy leaf and contacting the specialist.	Differentiates a healthy leaf possibility to the unhealthy one and concludes to a decision Refers to a leaf family	Knowledge about the leaf which is to be treated with what kind of fertilizers.	Check the leaf condition Check the weather condition Check the soil condition	Treats the leaf with suitable fertilizer as suggested from the database Makes sure of the soil and weather condition
TOUCH POINTS	Information provided during the research. Interactions with the specialists at the research center.	Verifying the information provided during the research.	Information which can be acquired from others for a healthy leaf.	Analyzing the pesticide quality and cost.	Knowing about the leaf and its diseases.	Training all leave with good reference

FEELINGS	POSITIVE ↓ NEUTRAL ↓ NEGATIVE	Building excitement, Cost of effort		Interested in yielding		Satisfied
			Hesitation and Self-doubt	Confusion, Doubt in choice	Frustrated, worried	
PAIN POINTS	Information was not clear at the beginning.	Intricate to understand the leaf disease and some information were misleading.	Lack of external resources Doubt over the knowledge of specialist Lack of financing opportunities.	Extensive costs, Takes a lot of time for the detection. Immense confusion over the selection of pesticides.	Skipped the opportunity for initial pampering of the leaf needs, Difficult for a farmer to choose the soil quantity.	Training was not simplified the self-directed training materials was also not clear.
KEY POINTS	Awareness over the leaf diseases should be provided to the farmers.	Information needs to be easily conveyed 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.