

Fertilizer Recommendation System

Based on five customer interviews and observations

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SCENARIO

Browsing, Considering, Decision Making Sharing

Steps

What does the person (or group) typically experience

Interactions

What interactions do they have ateach step along the way?

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

Goals & motivations

At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly or time consuming

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Entice

How does someone initially become aware of this process?

Using another similar model	Visit website or app	Visit similar content in Social Media pages	Browse to know about diseased plant	View detail on Fertilizers available
People get feedback from others who have used similar model	A customer navigates to get knowledge from websites	Exploring the usage of the model in Social Media Pages like Facebook, Twitter etc...	Visit websites to gain knowledge of the diseased plant and its causes.	Browsing to get knowledge on the remedies to cure the plant disease

Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app
				The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

Help me get a remedy to get rid of the diseased plant	Help me learn new things	Help me to get a solution easily without delay	Help me to get a solution at low cost	Help me to get knowledge on how the app works
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Confident to get a solution to solve the problem

The uploaded image may be unclear

The application works with good internet connection

Enter

What do people experience as they begin the process?

Start with small enquiry	Start to use the application by registering as new user	After registration, confirmation via OTP/Email	Again, login with registered credentials	Uploading the images of the diseased plant
User decide to use the application after a small enquiry	User start to use the application by registering him as a new user.	Verification of the user will be done via Email/OTP	After successful registration, user has to login with his registered	After login, user has to upload the image of the diseased leaf

Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app	Fertilizer recommendation of the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)
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Help me get a remedy to get rid of the diseased plant	Help me to get a suitable fertilizer to cure the disease	Help me feel confident That the diseased get cured in the near future	Help me to get a suitable fertilizer to cure the disease	Help me to get a remedy at low cost
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Satisfied to get a fertilizer that could cure the disease

Satisfied to get a fertilizer without delay

The predicted result of the diseased leaf should be feasible

The device should not have any network issues

Provide simpler summary to avoid information overload

Show highlights or common phrases from reviews

Engage

In the core moments in the process, what happens?

Arrive at UI to upload the image	Connect to server where the model is deployed	Upload the image as input to the deployed model
After successful registration, user will be to a UI for uploading the image.	After uploading the image, the application gets connected to server	Then the uploaded image is given as input to the deployed model.

Uploading the image of the diseased leaf to the folder given as input for the model	Direct connection with the server where the model gets deployed	Direct connection with the server where the model gets deployed
The user interface will have an option to upload the image of the diseased leaf		The model predicts the fertilizer need ed to be used to cure the disease
		The predicted fertilizer should be bought from the nearby shop.

Help me get a remedy to get rid of the diseased plant	Help me feel good about my decision	Help me to get a remedy at a low cost
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Satisfied to get a fertilizer without at low orice

Satisfied to share the feedback to people who are in need of the application

The fertilizer predicted should be trustable

How might we make the image clearer for better prediction

How might we totally eliminate this awkward moment?

Could we A/B test different language to see what changes response rates

Exit

What do people typically experience as the process finishes?

Solution to their problem	Return with hope	Writing & submitting review
The model will predict the fertilizer for the diseased plant	Fertilizer predicted can be bought and used to cure the disease	Sharing user experience and recommending others to use the app

Direct connection with the server where the model gets deployed	Customer's email (software like Outlook or website like Gmail)	“Leave a review” model window within the profile on the website, iOS app, or Android app
The model predicts the fertilizer need ed to be used to cure the disease		To some degree, this is communicating indirectly to get the performance of the model
The predicted fertilizer should be bought from the nearby shop		

Help me leave with good feelings and no awkwardness	Help me spread the word about an application or provide watch-outs and feedback for one that was so good
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The predicted fertilizer should be available in the local store

How might we help remember things they have done in the past.

How can we extend this application to other diseases?

Extend

What happens after the experience is over?

Check its performance	Personalized recommendations	Whether the need is met	Share the feedback of using the product
After using the application, check the performance of the model	After analysing it, recommend key points to improve user experience	Check whether the fertilizer predicted is worth using.	Sharing the feedback of using the application

Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-recommendation screens website, iOS app, or Android app
If other users use the application, they will see these reviews			

Help me see what I've done before	Help me see what I could be doing next	Help me to get a remedy at low cost
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How might we help remember things they have done in the past.

How can we improve the efficiency of the model?