

Project Design Phase-II

Customer Journey Map

Date	08-oct-2022
Team ID	PNT2022TMID44389
Project Name	Project-Fertilizers Recommendation System for Disease Prediction
Maximum Marks	4 marks

Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	To increase Crop yield with low Investment	Connect their Google account Post the disease infected plant Get your recommended fertilizer	User login through smartphone, Laptops, Pc User update their Profile Go through the demo video Use Help & Support icon	Free to use For Collab and file transfer Easily accessible for everyone
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Via Ads, Search engines, Social media	Secure to use Accurate fertilizer recommendation Need proper device	By providing good fertilizer High profit and yield Wrong recommendation Taking much time to recommend	Offers Discount
Touchpoint What part of the service do they interact with?	Through ads	free trail Connecting through google account	Account settings training interface	sharing settings New page of fertilizer recommendation
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😞	😞	👤
Backstage				
Opportunities What could we improve or introduce?	Improve Advertising	Suggest good fertilizer	Improve the training	Give share score