Fertilizer Recommendation

SCENARIO

Capturing, visualizing images for fertilizer recommendation

Entice
How does someone initially become aware of this process?

Enter
What do people experience as they begin the process?

Engage
In the core moments in the process, what happens?

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice
- **Obtain plant leaf** – Most customers approach the system due to leaf disease
- **Visit website or app** – A customer navigates to the dashboard through website or app
- **Click on camera and capture the leaf** – The customer types their identities to complete the information in profile.
- **Browse by clicking ok button** – The customer sees available facilities of the system
- **View detail on the diesase** – After seeing the facilities that interests them, the customer. Can access the website or app

Enter
- **Start accessing the app** – After deciding to obtain suggestion, they click the end button
- **Complete the login credentials** – They fill out their identities.
- **Confirm email and password** – They see a summary of what they are about to do.
- **Email confirmation** – An email immediately sends to the user about login.
- **Email reminder**

Engage
- **Image capturing** – Using their own means of transportation, the customer makes their way .
- **Image preprocessing** – Customers can see the previous suggestions to the crop.
- **Feature extraction** – The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

Exit
- **Description** – The description of plant disease and fertilizer recommendation rules the entire
- **Usage of fertilizers** – The description once again sent to email of the user.
- **Recommendation of both organic and inorganic fertilizer**

Extend
- **Suggestion appears inthe user profile** – The completed suggestion appearson the "past experiences" area of a customer's profile with a few details on where the group went
- **Personalized recommendations** – Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization
- **Personalized offers** – The customer receives an email 14 days after their with personalized recommendations.
- **Personalized suggestions after a new image.**

Interactions
What interactions do they have at each 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?

Entice
- Suggestion section of the website or Android app
- Suggestion section of the website or Android app
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- Suggestion section of the website or Android app
- Suggestion section of the website or Android app

Enter
- Suggestion section of the website or Android app
- Payment overlay within the website, iOS app, or Android app
- Payment overlay within the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
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Engage
- Image acquisition tends to start through the camera.
  - The customer looks for the group or guide, often from a distance as they walk closer
- After that image processing happens.
- After that image processing and feature extraction happens.
  - Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)
  - Most common objects people interact with on tours are bikes, Segways, food, and beverages.

Exit
- Direct interactions with the guide, and potentially other group members
  - Often takes place at the same place where the group met the guide, but not always
  - Depending on the tour participant and guide, tipping/cash may be involved
- Customer's email (software like Outlook or website like Gmail)
- "Leave a review" modal window within the profile on the website, iOS app, or Android app

Extend
- 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-purchase screens website, iOS app, or Android app

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice
- Help me get this app
- Help me have more fun or learn new things on my process.
- Help me avoid seeing the suggestions that are not appropriate to my problem.
- Help me see what they have to offer
- Help me understand what this app contains is all about

Enter
- Help me commit to going on this app
- Help me get through this suggestion part without too much hassle
- Help me feel confident that my image capturing and what to do after that.

Engage
- Help me feel confident about where to go and which one of these people is my guide
- Help me feel good about my decision to go on this suggestion and to feel welcome
- Help me make the most of my suggestion to this new place

Exit
- Help me leave the appwith good feelings and no awkwardness
- Help me spread the word about a great experience or provide watch-outs and feedback for one that wasnot so good

Extend
- Help me see what I've done before
- Help me see what I could be doing next
- Help me see ways to enhance my new problem.

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

Entice
- It's fun to look at options and imagine it provides good information for my query.
- Its good and easy to use this app.

  It's reassuring to red reviews written by past systems.

Enter
- Excitement about the New suggestion
- Current information flow is very bare-bones and simple

Engage
- Our guides tend to be so good that people are reassured when they meet their expectations.
- People love the systemitself, we have a 98% satisfaction rating

Exit
- People generally leaves the system with good experience.

Extend
- People like looking back on their past suggestions.
- We think people like these recommendations because they have an extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice
- People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend
- Several people expressed "information overload" as they browse
- People express a bit of fear of commitment at this step

Enter
- Trepidation about the purchase ("I hope this will be worth it!")

Engage
- People expressed awkwardness about finding their guide in a public place
- Sometimes people are matched up with tour participants that they don't really like

Exit
- People are unclear whether a tip is necessary, especially for non-Americans on an American tour
  - People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't
- Customers report feeling review fatigue
  - We have very low review rates (15% of people review experiences and tours)
- People describe leaving a review as an arduous process

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

Entice
- If you don't follow this path immediately after your booking, could we send a follow-up?
- Could we automatically carry over the city from your booking? (e.g. via a cookie)
- Make it easier to compare and shop for experiences without having to click on them
- Provide a simpler summary to avoid information overload
  - Show highlights or common phrases from reviews, or Uber style "great guide" badges?

Engage
- How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

Exit
- How might we make it clear that tipping is appreciated but not necessary?
  - How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)
  - How might we totally eliminate this awkward moment?
- Could we A/B test different language to see what changes response rates?
- How might we progressively disclose the full review so that each step feels more simple?

Extend
- How might we help people celebrate and remember things they've done in the past?
- How might we extend the personal connection to the guide long after the tour is over?