Project Design Phase-II

Customer Journey Map

Date	11 October 2022
Team ID	PNT2022TMID27345
Project Name	Fertilizers Recommendation System for Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	To understand the disease that is affected the plant.	Gathering disease information	Setting the criteria for knowing whether the plant is Healthy.	Complete knowledge about pesticides and achieve high yield production	Affected disease is unknown	Complete knowledge of the disease is obtained
ACTIONS	Sees a plant with high infection which has to be treated	To know all the possible information on plant diseases	Compares disease affected plant with the data base that Is provided	Knowledge about which leafshould be treated with whatkind of fertilizers	Checking the condition of the plant to know the disease	Treats the plant with suitable fertilizer as suggested
TOUCH POINTS	Researched information are provided by specialist	Verify the information provided at research	Search for best information for the disease affected plant.	Checking the pesticide quality	Get to know the knowledge about the disease affected plant.	Treating the plants with good fertilizer.0

FEELINGS	POSITIVE NEGATIVE	Building excitement, cost of effort	Hesitation, self-doubt	Interested in yielding / Confusion, Doubt in choice	Frustrated, worried	Satisfied
KEY POINTS	The information was not clear at first	It was difficult to understand the plant disease and some information was confusing	Lack of necessary plant information	High cost and it takes time to take decision which fertilizer to use	Less on knowledge on proper plant cultivation	Awareness on how to grow crops properly
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 plant	Pesticides has to be selected based on plant disease and proper plant	Leaf was unhealthy and disease infected	Sharing of best fertilizers to the farmers and provides best information about the disease.