Project Design Phase-II

**Customer Journey Map**

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

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| **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 leaf should be  treated with what kind 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 |

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| FEELINGS | POSITIVE    NEGATIVE | Building excitement, cost of effort |  | Interested in yielding |  | Satisfied |
|  | Hesitation, self-doubt | Confusion, Doubt in choice | Frustrated, worried |  |
| 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. |