

Project Design Phase II
Customer Journey

Date	10 October 2022
Team ID	PNT2022TMID39782
Project Name Project	Fertilizers Recommendation System for Disease Prediction
Maximum Marks	4 Marks

This is the journey of a



Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

to get high
yield

should be
cost efficient.

disease free
crops.

What do they struggle with most?

how the
technology
works?

what if it
goes wrong?

what if the
disease is
unidentifiable

What tasks do they have?

they need
learn about
how this
application
works.

they should
upload the
picture of
affected

use the
recommend
fertilizer
properly.

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>To get fertilizer recommendation for various disease in plants.</div>	<div>It is cost efficient, so they'll will be no loss.</div> <div>Interactions with the specialists at the research center.</div> <div>they can get awareness about various</div>	<div>Getting a correct fertilizer recommendation for the particular plant.</div> <div>Watching the growth of crops in a healthy way.</div> <div>Building excitement, cost efficient.</div>	<div>getting high yield of crops without any disease being affected.</div> <div>identifying the disease early stage and removing it.</div> <div>setting criteria for healthy leaf.</div>
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>	<div>The customer wants to achieve a disease free cultivation of the crops.</div> <div>The customer needs to know the basic knowledge about the technology being used.</div>	<div>They may have difficulty to understand at the early stage of using the application</div> <div>The demo results may vary from the actual field test.</div> <div>Even sometimes prediction may go wrong.</div>	<div>Hesitation, self-doubt.</div> <div>confusion, doubt in choice.</div> <div>frustrated or worried about the final.</div>	<div>information may not be clear at first</div> <div>pesticides has no according to requirement for leaf nourishment.</div> <div>checking the pesticide quality and the cost of it</div>
Touchpoint What part of the service do they interact with?	<div>They can use their smart phones.</div>	<div>Information provided at research.</div> <div>sees a demo leaf with high infection which can be treated.</div> <div>Understand what type of leaf disease possibilities exist.</div>	<div>verify the information provided at research</div> <div>talk to the specialist about disease affected crops.</div> <div>Learning from the process.</div>	<div>making a photocopy of disease affects the plant.</div> <div>Uploading that picture in our application and getting fertilizer recommendation.</div> <div>finally a disease free crop yield</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>🤖</div>	<div>🤖</div>	<div>🤖</div>	<div>🤖</div>
Backstage				
Opportunities What could we improve or introduce?	<div>Increase of Fertilizer.</div>	<div>Increase in researcher</div>	<div>Reduce the effort.</div>	<div>Increase in high yield.</div>

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

they can get
a high yield
of crops

agriculture
land will be
unpolluted

can get
nutritious
food

What can they finally avoid doing?

prevent them
from using
harm

prevent them
from using
large amount
of

unnecessary
stress and anxiety
can be avoided

What changed in my environment?

agriculture
lands are
disease free

farmers are
happy and
less worried

increase in
crop yield.