

## CUSTOMER JOURNEY

Stages	Awareness	Information gathering	Decision making	Pesticide selection	Before detection	After detection
GOALS	Understand the type of leaf disease possibilities exist.	Learning	Setting criteria for healthy leaf.	Complete knowledge about pesticides and achieve high yield production.	Leaf with high possibility of diseases.	A well-treated and healthy leaf without any disease.
ACTIONS	View a demo leaf with high infection which has to be treated.	Know about all the healthy and unhealthy leaf and talk to the specialist.	Refer good and infected leaf.	Knowledge about which leaf should be treated with what kind of fertilizers.	Check the leaf condition.	Treats the leaf with suitable fertilizers as suggested.
					Check the weather condition.	
					Check the soil condition.	
TOUCH POINTS	Information provided at research.	Verify the information provided at research.	Information that can be asked/known with others for good healthy leaf production.	Checking the quality and cost of pesticides.	Get to know the knowledge about leaf and its diseases.	Viewing all leaves with good reference s or by using learning materials.
	Interactions with the specialists at the research centre.					
FEELINGS	Positive ↓ Neutral ↓ Negative	Build excitement, Cost of effort.	Hesitation, Self-doubt.	Interested in yielding.	Frustrated and Worried.	Satisfied
				Confusion in choice.		
PAIN POINTS	Information was not clear at beginning.	Difficult to understand the leaf disease.	Lack of outside resources	More cost consuming.	Missed opportunity for initial pampering of leaf needs difficult for a farmer to choose amount of soil.	Training was not clear self-directed training/reference materials was not clear
			Doubt over the specialized information.	Takes long time for detection.		
			Lack of financing opportunities.	More confusion over choosing the pesticides.		

KEY INSIGHTS	Awareness over the leaf diseases should be given to farmers.	Information needs to be easily shared through demonstrations and workshops.	Decision depends on specialists and farmers according to their wish for a healthy leaf.	Pesticides has to be selected according to requirements for leaf nourishment.	Pesticides has to be selected according to requirements for leaf nourishment.	An enhanced customer experiences increased yield production.
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