Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID15472
Project Name	Fertilizers Recommendation System For Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	Understanding the type of leaf disease possibilities that exist	Learning and Gathering statistical data	Setting the criteria for a healthy leaf	Complete knowledge about pesticides and achieve high-yield production	Leaf with the highest possibility of disease	A well-treated and healthy leafwithout any disease
ACTIONS	Checks a demo leaf with a high infection which needs to be treated	Gather data about all the healthy and unhealthy leaves and consider a specialist	• Compares possibilities of a healthy leaf to the unhealthy ones and makes the decision • Refers to the leaf family	Knowledge about which leaf should be treated with what kind of fertilizer	• Checks leaf condition • Checks the weather condition • Checks the soil condition	• Treats the leaf with suitable fertilizer as suggested • Makes sure of the suitable soil and weather condition
TOUCH POINTS	• Information provided at the research • Interactions with the specialists at the research center	Verify the information provided through research	Information that can be asked/known with others for goodhealthy leaf production	Checking the pesticide quality and cost	Get to know the knowledge about leaves and their diseases	Training all leaves with good references or by using good learning materials

FEELINGS	POSITIVE ↓ NEUTRAL ↓ NEGATIVE	Building excitement, cost of effort		Interested in yielding		Satisfied
			Hesitation, self-doubt	Confusion, Doubt in choice	Frustrated, worried	
PAIN POINTS	Initially, the information was not clear	Hard to gather and understand various diseases and unable to get a clear picture of it	Lack of external support Doubt over the specialist information Lack of financing opportunities	More cost consuming takes a lot of time to detection More confusion over choosing the pesticides	Missed opportunity for initial pampering of leaf needs Difficult for a farmer to choose the amountof soil	The training was not clear self-directed training/reference materials also was not clear
KEY INSIGHTS	Awareness of the leafdiseases should be given to farmers	Information needs to be easily shared outside, through demos and workshops	The decision depends on specialists and farmers according to their wish for a healthy leaf	Pesticides have to be selected according to requirements for leaf nourishment	Leaf was unhealthy and disease infected	Enhanced customer experiences Increased yield production Data-enabled decision-making, sharing of best fertilizers