

User journey

by the Design Team of Accenture Interactive NL

Fertilizers Recommendation System For Disease Prediction

FARMER USER JOURNEY

| 1 Phases | Obtaining Information | Seedbed Preparation and Purchase of seedlings | Sowing the seeds and adding Fertilizers | Field Inspections | Protective Treatments : Fungicide and Herbicides | Harvesting the crops and Storage |
|-----------------|--|---|---|---|---|---|
| 2 Steps | <div>Best plants for the season</div> <div>Soil Condition</div> <div>Economic Need</div> | <div>Irrigation Required</div> <div>Preparing the soil</div> <div>Purchase seeds for the best price</div> | <div>Find the best time to sow the seeds</div> <div>Plan the amount of yield</div> <div>Add initial Fertilizers for strengthening</div> | <div>Check for unwanted infection</div> <div>Check for rodents eating the plants</div> <div>Check if the plants are hydrated enough</div> <div>Check for unwanted infection</div> | <div>Add Fungicide in case of any fungal infestations</div> <div>Add Herbicides in case of unwanted weed growth</div> <div>Provide enough water</div> | <div>Harvesting the crops</div> <div>Sell them off</div> <div>Store the remaining</div> |
| 3 Feelings | <div> <div>👍</div> <div>The yield should be great for the season</div> <div>Quality Information</div> <div>Information on Demand</div> </div> <div> <div>👎</div> <div>There shouldnt be any unforeseen weather patterns</div> </div> | <div>The quality of the seeds should be good</div> | <div>Enough fertilizers might provide great yield</div> <div>The seeds are not sown incorrectly</div> | <div>If filed is great then yield will be good</div> <div>There shouldnt be any rodent or weed infestation</div> | <div>Prevent the fungus and extra weeds</div> <div>If this phase doesnt work it might spoil the yield</div> | <div>Great harvest = happy Farmer</div> |
| 4 Pain points | <div>Restrictions in finding the right information</div> | <div>Incorrect irrigation</div> | <div>Wind Drift, Late Monsoon</div> | <div>Presence of rodents</div> | <div>Parasitic/ Fungi Infections</div> | <div>Risk of Harvest Loss</div> |
| 5 Opportunities | <div>Good weather,Right Information</div> | <div>Right amount of irrigation and good seeds will lead to good yield</div> | | <div>No Signs of rodents/ Fungi</div> | | <div>great yield and Harvest</div> |