





Project Design Phase-II

Customer Journey Map

Date	19 October 2022
Team ID	PNT2022TMID21312
Project Name	Fertilizers Recommendation System For Disease Prediction
Maximum Marks	2 Marks

Customer Journey Map Template:

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 increase productivity</div> <div>To identify fertilizer for diseased plant</div> <div>To get disease free plants</div>	<div>Connect through social account</div> <div>Create profile</div> <div>Subscribe to plans</div>	<div>Update profile</div> <div>Goes through the demo</div> <div>Checks blogs and feedbacks</div> <div>Upload diseased plant sample</div>	<div>Share through links</div> <div>Collaborate with friends</div> <div>Refer friends</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>Best solution to meet their needs</div> <div>False prediction</div>	<div>Free trials</div> <div>Affordable plans</div> <div>Privacy concern</div>	<div>Be reachable anytime</div> <div>Avoid unwanted stuffs</div> <div>Accuracy in prediction</div> <div>Prevent excess ads</div>	<div>Get help from others</div> <div>Proper user flow</div> <div>I want to collaborate visually</div>
Touchpoint What part of the service do they interact with?	<div>Through Ads</div> <div>Through social media</div>	<div>Any social account or phone number</div> <div>Referred by friends</div> <div>Registration link</div>	<div>Demo videos</div> <div>Upload button</div> <div>Help icon</div> <div>forums and feedback forms</div>	<div>Review and share</div> <div>Referral link</div> <div>Share icon</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div>Introduce easy user flow and need the backup.</div>	<div>Increasing the duration of trial period to users.</div>	<div>Increase the accuracy rate and decrease the prediction time.</div> <div>Start with demo.</div>	<div>Decrease redundancy and reduce ambiguity.</div>
Process ownership Who is in the lead on this?	<div>Customer</div>	<div>Customer</div>	<div>Customer</div>	<div>Customer</div> <div>miro</div>