Project Design Phase-II

Customer/User Journey
Map

Date	12 October 2022
Team ID	PNT2022TMID19068
Project Name	Fertilizers Recommendation System for Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	Understand the type of plant disease possibilities that exist.	Learning	Set the criteria for Healthy leaf and plant.	Complete knowledge about pesticide and get high yield production.	Leaf with high possibility of diseases and infection or malnutrition.	A well-treated and healthy leaf without any deficiency and diseases.
ACTIONS	Refer a model leaf of high infection which has to be taken care.	Understanding all the healthy and unhealthy leaf and talk to the agriculturalist.	❖ Compares healthy leaf to the unhealthy one and makes a decision ❖ Refer to the leaf family	Knowledge about which leaf should be treated with what kind of fertilizers and pesticides.	❖ Check leaf condition ❖ Check the weather condition ❖ Check the soil condition	❖ Treats the leaf with suitable fertilizer as suggested ❖ Makes sure of the suitable soil and weathercondition
TOUCH POINTS	❖ Information provided at research ❖ Interactions with the agriculturalist at the research center.	Verify the information provided at research and derive a conclusion.	Information that can be asked/known with others for good healthy leaf l production.	Checking pesticide quality and cost .	Not having the knowledge about leaf and its diseases.	Training all leaves with good reference or by using goodlearning materials.

FEELINGS	POSITIVE → NEUTRAL → NEGATIVE	Building excitement, cost of effort	Hesitation, self-doubt	Interested in yielding / Confusion, Doubt in choice	Frustrated, worried	Satisfied
PAIN POINTS	Details were not clear at first.	Difficult to understand the diseases Some information was misleading.	Lack of outside resources Doubt over the agriculturalist information and no proper financing opportunities.	High-cost consuming and takes lot of time for detection. More dilemma over choosing the fertilizers.	Missed opportunity for initial pampering of leaf needs Difficult for a farmer to Choose right amount of soil.	Training was not clear Self-directed training/reference materials also was not clear.
KEY INSIGHTS	Awareness over the leaf diseases should be given to farmers.	Information needs to be easily shared outside, through demos 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.	Leaf was unhealthy and disease infected.	An enhanced customer experiences Increased yield production Data enabled decision making using data analytics, sharing of best fertilizers.