

Project Design Phase-II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID36565
Project Name	Fertilizers Recommendation System For Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	Understand what type of leaf disease possibilities exist and What type of Pesticides need for them	Analyzing and learning	Checking Whether the leaf is healthy or Not	Complete knowledge about pesticides and achieve high yield production	Leaf with any kind of disease	A healthy leaf without any disease
ACTIONS	Sees a demo leaf with high infection which has to be treated	Get data about difference between healthy and unhealthy leaf talk to the specialist	<ul style="list-style-type: none"> Analyze the leaf and compare healthy leaf to the unhealthy one and makes a decision Refer to the leaf family 	Knowledge about kind of unhealthy leaf And find what kind of fertilizers need to use	<ul style="list-style-type: none"> Check leaf condition Check the weather condition Check the soil condition 	<ul style="list-style-type: none"> Treats the leaf with suitable fertilizer as suggested Makes sure of the suitable soil and weather condition
TOUCH POINTS	<ul style="list-style-type: none"> Information and Data provided from research Interactions with the specialists at the research center 	Verify Data provided by the research center	Information that can be asked/known with others for good healthy leaf production	Checking the pesticide quality and cost	Get to know the knowledge about leaf and its diseases	Training system showing all leaf with good references and information or by using good learning materials

FEELINGS	<div><div>POSITIVE</div><div>↑</div><div>NEUTRAL</div><div>↓</div><div>NEGATIVE</div></div>						
		Interested	Building excitement, cost of effort		Interested in yielding		Satisfied
				Hesitation, self doubt	Confusion, Doubt in choice	Frustrated, worried	
PAIN POINTS	Information was not clear at first	<ul style="list-style-type: none">Difficult to understand the leaf diseaseSome information was confusing	<ul style="list-style-type: none">Lack of outside resourcesDoubt over the specialist informationLack of financing opportunities	<ul style="list-style-type: none">More cost consumingTakes lot of time for detectionMore confusion over choosing the pesticides	<ul style="list-style-type: none">Missed opportunity for initial pampering of leaf needsDifficult for a farmer to choose amount of soil	<ul style="list-style-type: none">Training was not clearSelf 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	<ul style="list-style-type: none">An enhanced customer experienceIncreased yield productionData enabled decision making using data analytics, sharing of best fertilizers	