ProjectDesignPhase-II

CustomerJourneyMap

Date	07November2022
TeamID	PNT2022TMID22667
ProjectName	FertilizersRecommendationSystemForDiseasePrediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISIONMAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTERD ETECTION
GOALS	Understandwhattype ofleaf diseasepossibilitiesexi st	Learning	SettingcriteriaforHealthyl eaf	Completeknowledge about pesticides andachieve high yieldproduction	Leaf with highpossibilityofdise ases	A well treated andhealthyleafwith outanydisease
ACTIONS	Sees a demo leaf withhighinfectionwhich hastobetreated	Know about all the healthyandunhealthyleafa ndtalktothespecialist	• Compares healthy leafpossibilities to theunhealthy one andmakesadecision • Refertotheleaffamily	Knowledge aboutwhich leaf should betreated with whatkindoffertilizer s	• Check leafcondit ion • Check theweathercondi tion • Checkthesoil condition	• Treatstheleafwith suitable fertilizer assugge sted • Makes sure ofthesuitable soiland weathercondit ion
TOUCH POINTS	• Informationpr ovided atresearch • Interactionswith thespecialists at theresearchcenter	Verifytheinformation providedatresearch	Information that can beasked/known with othersforgood healthy leafproduction	Checkingthepesticide qualityandcost	Get to know theknowledge aboutleafanditsdis eases	Training all leafs withgood references or byusing good learningmaterials

FEELINGS	POSITIVE / NEUTRAL / NEGATIVE	Interested	Building excitement,cost ofeffort	Hesitation, selfdoubt	Interestedinyielding / Confusion, Doubt inchoice	Frustrated ,worried / Satisfied
PAIN POINTS	Informationwasnot clearatfirst	• Difficulttounderstandtheleafdisease • Some informationwasconfusing	• Lackofoutsideresources • Doubt over thespecialistinformation • Lackoffinancing opportunities	• More costconsuming • Takeslotoftimefor detection • More confusionover choosingthepesticides	• Missed opportunityfor initialpampering ofleafneeds • Difficult for afarmer tochooseamount ofsoil	• Trainingwasnot clear • Selfdirected training/referencematerials alsowasnotclear
KEY INSIGHTS	Awareness over the leafdiseases should begiventofarmers	Information needs to beeasily shared outside,throughdemos andworkshops	Decision depends onspecialists and farmersaccordingtotheirwishforahealthyleaf	Pesticides has to beselected accordingtorequirements forleafnourishment	Leafwasunhealthy anddiseaseinfected	• An enhancedcustomerexperience • Increased yieldproduction • Data enableddecision makingusingdataanalytics,sharing of bestfertilizers