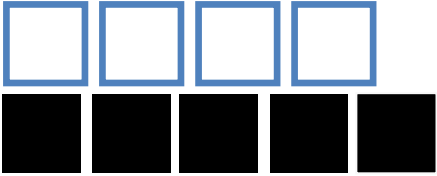


Customer Map



SCENARIO

Browsing, uploading, prediction and recommendation



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

Visiting the Website	Diseased Leaf in farming land	Talking with other farmers	Prediction of disease
Most customers navigates to the website to get awareness about the leaf disease	A customers search for solutions when his farm land leaves are affected	Farmer friends suggesting to use our website to detect disease	Customer learns about fertilizers after successful uploading of the diseased leaf

How to use the application	Learns about the webpage	Learns about the steps to be followed	Finds out the reason and fertilizer
A farmer will be exposed to using the website that has been built	The farmer learns about the website and its functions	The farmers learn the steps to upload image to the website	Details about the fertilizer used to prevent the disease are know.

Arrive at the home page	Uploading Image	Prediction& Recommendation
The farmer learns about the reasons for leaf disease and the introduction about how the website simulate	The customer will get to upload the diseased leaf as an input	The type of leaf disease is displayed

Solution to the problem	Learns about the causes	Very useful to beginners
The desired plant disease and fertilizer is displayed	The causes of the leaf disease is learnt by browsing other webservice with the output obtained	The farmer wouldn't have much knowledge about the diseases as the model do it all.

Fertilizer is used	Personalized recommendations	Early Detection-High quality	Work efficiency
The farmer start to spray the required fertilizers in order to prevent spreading of the leaf disease	The farmer recommends the website to his friends,family,workers etc..	The disease is detected at earlier stages thus increasing the quality of the products	As the website is more efficient than human, that is the farmer don't want to waste his time to go and consult a agricultural specialist.



Interactions

What interactions do they have at each step along the way?

The customers stay at their workplace.	Mobile, Laptops, Tabs etc are used to open a website
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Viewing website through smartphones.	Enquiring about the website to previously used persons.	Asking the help of friends to use the website.
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The customer Looks for a person who had already used the website	Uses Pc,Laptop or Smartphones to upload Images	Uses camera to capture the disease leaf
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The customer discusses about the results with other customers.	Customers seek to the shop to buy the recommended fertilizer	Customer captures many other diseased leaf in his farm land.
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Customer suggest this website to peoples	Post-purchase of fertilizers.
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- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me how to open the website	Help me capture diseased leaf	Help me avoid using wrong fertilizer	Help me to know about the website
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Help me to know the working of the model	Help me learn about the fertilizer	Help me feel confident that the diseased predicted is correct
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Help me to know about the steps to be followed	Help me to know about how to upload the image	Help me to understand the results
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Help me leave the website happily with no disappointment	Help me spread the word about the accurate predictions of the disease
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Help me see what I've done before	Help me see what I could be doing next
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Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Introduction about the leaves is interesting

It's motivating to see there is an website to detect the leaf disease

The customer becomes inspired by the possibility of overcoming this circumstance.

Excitement about how the website works

It's easy to upload the image

We've when the sickness is accurately predicted at the right moment

Improvement in productivity

People love the website and highly satisfied

People generally leave the website feeling confident and happy

Reduces the pests , experiences less leaf disease and feels happy about it

We think people like these recommendations because they have an extremely high engagement rate



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Agricultural losses due to plant disease

When he knows about the challenging steps

People express a bitof fear of commitment at this step

when the customers areas doesn't have a good fertilizer shop

When the results are wrong

Feels sad about how the crops get affected

A small error in the detection makes a huge loss

Use of chemical fertilizer affects the plants quality

When other customers confuses the one who is using the app

People feel peer pressure to search for the fertilizers in the shops

Thinking about the cost of the fertilizers



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If user have lost we could provide a friendly UX prompting to the webpage

Provide a simpler detail about the fertilizer chose by the user .This should be shown only if user have provided enough details

Convenient user guidance

Providing video demonstration of how to use the website

Creating awareness of not handling leaf disease at earlier stage

How might we make our website easy to use

Result shown must be accurate to drive insights

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

The results returned must be validated before showing it to user

Proper limit usage of fertilizer must be specified

How might we totally eliminate this awkward moment?

Results must be accurate to the user such that the UX will be improved to drive the user in using the app Further