

# User journey

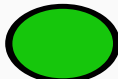
by the Design Team of Accenture Interactive NL




People  
2-9



Time  
30 min



Difficulty  
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. 

## Phases

High-level steps your user needs to accomplish from start to finish

Identify the Disease

Find the Root Cause

Usage of Right Fertilizer

Outcome

## Steps

Detailed actions your user has to perform

Identify the crop growth regularly

Advance prediction of the disease

Notice the symptoms of the crops

Harmful attack on plants by insects

Irregular growth of plants

Suggestions from the specialist

Identify the correct root cause

Use fertilizers according to disease

Advance predict and use fertilizer

Find best solution for the disease

Farmer friendly

Choice based result

## Feelings

What your user might be thinking and feeling at the moment

Can we overcome the disease

Will it cause less production

Keep track of growth

Check for yields

Is this suitable climate?

How to promote the plant growth

Is tested in different crops

Search in websites

Use organic fertilizer

Ensure the growth of crops

Monitor the crops regularly

Excited at yield of crops

Are we planted right seeds?

Will insects destroy all the crops

Will there is solution

Whether we used inorganic fertilizer

Unable to find the disease

Satisfied with the farmer needs

Will it increase yields?

Does it harmful to crops

How will I control the disease?

Efficient to use

Advance prediction

Healthy crops

## Pain points

Problems your user runs into

Unable to predict the suitable fertilizer

Is it dreadful disease

Accurate result

Unable to find the root cause at right time

Hard to understand

Lack of suitable fertilizers

Is it organic

Quality of pesticides usage

Suitable crops according to the climate

Secured and trusted ecosystem

Best solution against insects

Better productivity

## Opportunities

Potential improvements or enhancements to the experience

Predict the disease in the leaves

Visit website for fertilizer

Get feedback from the farmer

Proper tracking of the growth of plants

Regular detection and manage of leaves

Ensure security using this technology

Finding suitable fertilizers

Good nutrition for crops

Expected yield

Fertilizer availability based on needs

Study of plant disease

Farmer satisfaction

TIP  
Click on the + outside the border of the table to add additional rows and columns.

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