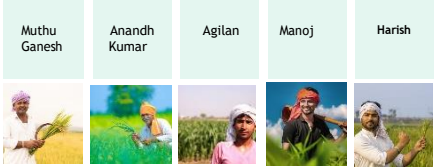


Fertilizer Recommendation for Disease Prediction

Based on ten customer interviews and observations from the Usage of The Formers





Areas of opportunity

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

If you don't follow this path on the website it could lead to another website

Could we automatically carry over the application (using cookies)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler step to avoid information overload

Show highlights or common phrases from reviews

How might we make our guides easily identifiable (similar application - for example)?

How might we make it clear that logging out is needed but not necessary?

How might we equip people to guide them if they don't know about this

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