Project Design Phase 2-Customer Journey

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| Date | 15 October 2022 |
| Team ID | PNT2022TMID34154 |
| Project Name | Fertilizer Recommendation System for  Disease Prediction |

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| **STAGES** | **AWARENESS** | **INFORMATION GATHERING** | **DECISION MAKING** | **PESTICIDE**  **SELECTION** | **BEFORE**  **DETECTION** | **AFTER**  **DETECTION** |
| GOALS | Understand the type of leaf disease possibilities that exist. | Learning | Setting criteria for Complete Healthy leaf knowledge about pesticides and achieving high-yield production. | | Leaf with a high possibility of diseases. | A well-treated and healthy leaf without any disease. |
| **ACTIONS** | Sees a demo leaf with high  infection which has  to be treated. | Know about all the healthy and unhealthy leaves and talk to the specialist. | Compares healthy leaf  possibilities to the Knowledge unhealthy one and about which leaf should treat decision with what kind of fertilizers | | Check leaf condition    Check the weather  condition    Check the soil condition | Treats the leaf with suitable  fertilizer as suggested    Makes sure the suitable soil and weather condition |
| TOUCH  POINTS | Interactions  With the specialists at the research center. | Verify the information provided at the research | Information that can Check pesticides be asked/known quality and cost with others for good healthy leaf production. | | Get to know the knowledge about leaf and their diseases. | Training all leave with good references or by using good learning materials. |
| PAIN  POINTS  FEELINGS | Information was not clear at first.  POSITIVE  NEUTRAL  NEGATIVE | Difficult to understand the leaf disease Some information was confusing.  Building excitement, cost of effort | Lack of outside resources  Doubt over the specialist information  Hesitation, self-doubt | More cost  Consuming.  Takes a lot of time to detect confusion.  Interested in yielding  Confusion and  Doubt in choice | Missed opportunity for  Initial pampering of leaf needs.  Frustrated, worried | The training was not clear Self-directed training/reference materials also were not clear.  Satisfied |
| **KEY**  **INSIGHTS** | Awareness of leaf diseases  should be given to farmers. | Information needs to be easily shared outside, through demos and workshops | The decision depends on specialists and farmers according to their wish for a healthy leaf. | Pesticides have to be selected according to requirements for leaf nourishment. | The leaf was unhealthy and disease infected. | Enhanced customer experiences increased yield production  Data-enabled decision-making using data analytics, and sharing of best fertilizers. |