**PROJECT DESIGN PHASE – II**
**CUSTOMER JOURNEY MAP**

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| DATE | 20 October 2022 |
| PROJECT ID | PNT2022TMID34146 |
| PROJECT NAME | Fertilizer Recommendation System for Disease Prediction. |

## Customer Journey Map:

| STAGES | AWARENESS | INFORMATION GATHERING | DECISION MAKING | PESTICIDE SELECTION | BEFORE DETECTION | AFTER DETECTION |
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| GOALS | Understand the type of leaf disease possibilities exist. | Learning | Setting criteria for Healthy leaf | Complete knowledge about pesticides and achieve high yield production. | Leaf with 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 leaf and talk to the specialist. | ✓ Compares healthy leaf possibilities to the unhealthy one and makes a decision<br>✓ Refer to the leaf family | Knowledge about which leaf should treated with what kind of fertilizers | ✓ Check leaf condition<br>✓ Check the weather condition<br>✓ Check the soil condition | ✓ Treats the leaf with suitable<br>✓ fertilizer as suggested<br>✓ Makes sure of the suitable soil and weather condition |
| TOUCH POINTS | ✓ Information provided at research<br>✓ Interactions with the specialists at the research center. | Verify the information provided at research | Information that can be asked/known with others for good healthy leaf production. | Checking pesticide quality and cost . | Get to know the knowledge about leaf and its diseases. | Training all leave with good reference or by using good learning materials. |

| FEELINGS | POSITIVE<br>↓<br>NEUTRAL<br>↓<br>NEGATIVE | Building excitement, cost of effort | Hesitation, self-doubt | Interested in Welding<br>Confusion, Doubt in choice | Frustrated, worried | Satisfied |
|---|---|---|---|---|---|---|
| PAIN POINTS | Information was not clear at first. | Difficult to understand the leaf disease Some information was confusing. | Lack of outside resources Doubt over the specialist information Lack of financing opportunities. | More cost consuming Takes lot of time for detection More confusion over choosing the pesticides. | Missed opportunity for initial pampering of leaf needs Difficult for a farmer to choose amount of soil. | Training was not clear Self-directed training/reference materials also was not clear. |
| KEY INSIGHTS | Awareness over the leaf diseases should be given to farmers. | Information needs to be easily shared outside, through demos and workshops. | Decision depends on specialists and farmers according to their wish for a healthy leaf. | Pesticides has to be selected according to requirements for leaf nourishment. | Leaf was unhealthy and disease infected. | An enhanced customer experiences Increased yield production Data enabled decision making using data analytics, sharing of best fertilizer. |