COUSTOMER JOURNEY MAP

Project Title: Fertilizer recommendation System for Disease Prediction

TEAM ID: PNT2022TMID46542:

Browsing, booking, attending, and rating a local city tour	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? This is a title	visit through advertisement or app new age idea for certain kind of plant disease some good suggestion and solution for plant diseases	it will be more useful and efficient for farmers complete payment information then fill online or cash on delivery payment	if the disease goes to next level or critical stage we refer the fertilizer that we already know but not the exact one will give fertilizers according to the plant diseases plant diseases	detected the disease will get expected solution they'll feel that they got the exact correct fertilizer	feedback feedback helps to improve the site or app
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	buying products through the site or APP check whether the fertilizers matches to the infected plants	payment overlay within the site or app farmers email,sms via mobile phones allow permission through settings and check the details	interaction with guide and potentially with other group members get fertlizer for plant disease	leave review on website or app leave review on email exit from site or app	upgrading of fertilizers is interact with people they will see fertilizers review to improve our services
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	to get maximum number of users while checking symptoms it should give accurate results	data used to support the finding of plant diseases	results should be accurate fertilizers should cure the plant diseases without any others suggestions	farmers should be satisfied with the solution farmers should get good impression	to be updated helps me to see what I could do next to improve the plants
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	it makes the person excited to improve their cultivation the review shared by the past customer influences the new buyers	Eacy payment get excited about the purchased fertilizers	people believes the fertilizers to be effective and uses it farmer put their time and effect to gain more profit	farmers satisfied with their more amount of cultivation farmers feel fulfilment and gratification by using our fertilizers	many farmers become satisfied by our recommendation and becomes an regular customer they share their experience to the new buyers
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	many customer tend to ignore feedback process some customers do not want to involve themselves in a new mode of process	many distracting thoughts about the fertilizers whether it is worth its cost or not anxiety and fear to try something new	some farmers wants quick gain,so they discontinue their practice some customers are discontent with the server issue	customer thinks that it is not necessary to share their experience	some customer feels it is not good solution
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	image should be in high quality	plant details should be cross checked by user	before plants gets infected we should identify that	if it is not plant disease will give solution	user friendly