



CUSTOMER EXPERIENCE JOURNEY MAP

Team ID:
PNT2022TMID42312

Project:
Fertilizer Recommendation
System for Disease Prediction

Created in partnership with



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SCENARIO	Entice	Enter	Engage	Exit	Extend
PROVIDING FERTILIZERS SUGGESTIONS TO THE FARMERS WHEN INTERACTEDVIA THE WEB APP	<div>How does someone initially become aware of this process?</div>	<div>What do people experience as they begin the process?</div>	<div>In the core moments in the process, what happens?</div>	<div>What do people typically experience as the process finishes?</div>	<div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Visiting the web app</div> <div>Farmers visits the web app and finds the option to get suggestions</div> <div>Seeing lot of options to choose the fertilizer</div> <div>After seeing multiple options, farmers would need to decide and choose the right kind of fertilizer</div> <div>Finding the right kind of fertilizer and it's details</div> <div>Based on the data obtained by the farmer, they'd check on finding the right kind of fertilizer to use by knowing the details</div>	<div>Enter into the upload section</div> <div>Users need to upload the photos of the crop leaves</div> <div>Confirm choice</div> <div>Users need to confirm that the uploaded image is correct for providing accurate suggestion</div> <div>Obtain results</div> <div>Based on the data gathered, user gets the result</div>	<div>Parse the results</div> <div>Based on the results obtained, the user would get insights on what action to take on</div> <div>Visit the shopkeeper</div> <div>User visits the shopkeeper and asks the fertilizer obtained from the suggestion result</div> <div>Use the fertilizer in right amount</div> <div>Based on the suggestions, user would use the fertilizer in right amounts</div>	<div>Leave the web app</div> <div>User leaves the app after completing the process and obtaining suggestions</div>	<div>Providing recommendations</div> <div>From past usage, user could be shown with fertilizer recommendations</div> <div>Providing history</div> <div>User could explore what fertilizer has been suggested so far from the process</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touch points or physical objects would they use?</div></div>	<div>Home page and upload section of web app</div> <div>On the market, the farmer will be greeted by the shopkeeper to meet their requirements of fertilizer</div> <div>Home page and upload section of web app</div>	<div>Upload section of web app</div> <div>Upload section of web app</div> <div>Results page of web app</div>	<div>Results page of web app</div> <div>The user will be greeted by shopkeeper to meet their catering needs</div>	<div>Results page of web app</div> <div>The user would meet the shopkeeper to buy the fertilizer provided from suggestions</div>	<div>Recommendations page of web app</div> <div>History page of web app</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to provide more suggestions on fertilizers to use</div> <div>Help me choose the right product</div> <div>Help me in providing the fertilizer details and use cases</div> <div>Help me avoid choosing the wrong one</div>	<div>Help me in navigating the process in efficient way to understand</div> <div>Help me provide the right fertilizer suggestion</div> <div>Help me in avoiding choosing wrong suggestions</div>	<div>Help me in providing insights from the suggestions given</div> <div>Help me in avoiding choosing the fake product</div> <div>Help me not to use the product in unefficient way</div>	<div>Help me leave a good experience in using the app</div>	<div>Help me in recommending good fertilizers</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>It'd be exciting to know that there will be a variety of products to choose from</div> <div>It'd be exciting to know that there will be a variety of products to choose from</div> <div>Knowing the details would drive motivation on choosing the product</div>	<div>Intrigued, Curious about the process behind it</div> <div>Gives assurance that our choice will be locked</div> <div>Excited, Anxious, Fear about wrong results and so on</div>	<div>Curious, Intrigued about the results</div> <div>Excited, Amazed, Calm, Confident as the user knows what to do</div> <div>Confident, Calm, Positive since amount is known</div>	<div>Confident, Amazed, Positive, Relaxed as user is provided with right suggestions</div>	<div>Curious, Intrigued on the new recommendations provided by app</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Sometimes people may get redirected towards wrong page which would confuse users</div> <div>Users would get confused on the options present as there will be many factors present</div> <div>Users would fear if they chose the wrong product instead of correct one as it depends on results</div>	<div>If the captured image isn't processed, then the model won't process the data correctly</div> <div>If wrong choice is chosen, the user might feel that they have uploaded the wrong data</div> <div>Wrong results might lead to user in discontinuing the usage of web app</div>	<div>If improper results are shown, then insights may be conveyed in wrong manner</div> <div>If amount is specified beyond limit, then crops may get damaged</div>	<div>User may be confused if wrong results are shown which may cause a bad impression on using the app</div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>If user has lost, we could provide a friendly UX prompting to redirect to right page</div> <div>Provide a simpler detail about the fertilizer chosen to user. This should be shown only if user has provided enough details on crop</div>	<div>Prompt the user to take the photos in right way</div> <div>The results returned must be validated before showing it to user</div>	<div>Results shown must be accurate to drive insights</div> <div>Proper limit usage of fertilizer must be specified</div>	<div>Results must be accurate to user such that the UX will be improved to drive the user in using the app further</div>	

Based On Customer Interview And Observations From Farplane Guided City Tour Team
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