PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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| DATE | 12 October 2022 |
| TEAM ID | PNT2022TMID50687 |
| PROJECT NAME | Fertilizers Recommendation System for Disease Prediction |

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| **STAGES** | **AWARENESS** | **INFORMATION GATHERING** | **DECISION MAKING** | **PESTICIE SELECTION** | **BEFORE DETECON** | **AFTER DETECTION** |
| **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   * Refer to the leaf family | Knowledge about which leaf should be  treated 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 of the suitable soil and weather condition |
| **TOUCH POINTS** | * Information provided at research * Interactions with the specialists at the research centre | Verify the information provided at research | Information that can be asked/known with others for good healthy leaf production | Checking the pesticide quality and cost | Get to know the knowledge about leaf and its diseases | Training all leaves with good references or by  using good learning materials |

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| FEELINGS | POSITIVE NEUTRAL  NEGATIVE | Building excitement, cost of effort |  | Interested in yielding |  | Satisfied |
|  | Hesitation, self-doubt | Confusion, Doubt in choice | Frustrated, worried |  |
| 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 fertilizers |