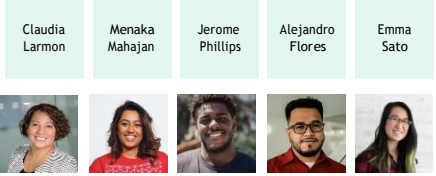


FERTILIZERS

FERTILIZER RECOMMENDATION SYSTEM FOR DISEASE PREDICTION

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



SCENARIO

Easy and Best solution for the Disease in crops

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?

Noticing the disease in the plants	Search for the recovering disease of the plant	Approaching other farmers for the solution	Browse available solutions	View detail on our website
Find the plant deficiency in producing the yield	Ask others for the solutions	Suggestion from the other gardeners	Putting problem in their social media for solutions	Search for the solution in our website

Start to see the related results	Find the solution for the disease	Conform the disease for the plants	Email confirmation	Email reminder
Click on the related Diseases recommended	Related pictures was shown in the figure format	They see the related diseases for the plants	Send the email for the user for the conformation for the disease	Send the reminder mail for the user to remind their schedule

Giving the solution for the disease	Meet the guide & group	Experience the results	Leave the guide & group	Prompt for review	Writing & submitting review
Identify the attracted disease	Identify the mentors and colleagues with the same issue	Finding the result for the recommended disease	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompts the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.

Disease is uploaded in the profile	Personalized recommendations	Personalized experience	Personalized suggestions after usage
Searched disease will be uploaded in profile	Recommendation of other user is also shown	Recommended fertilizer is giving the result or not is noticed	User is allowed to suggest the fertilizer for other users

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?

Fertilizer recommends section of the website, iOS app, or Android app	Fertilizer recommends section of the website, iOS app, or Android app	Fertilizer recommends section of the website, iOS app, or Android app	Fertilizer recommends section of the website, iOS app, or Android app	Fertilizer recommends section of the website, iOS app, or Android app
				Other gardeners will also give recommends in the fertilizer section.

Fertilizer recommends section of the website, iOS app, or Android app	Remainder within the website, iOS app, or Android app	Remainder within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)

Recommends tend to start in a specific public space	Direct interactions with the other users, and potentially other group members	Direct interactions with the other users, and potentially other group members	Direct interactions with the other users, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app
The customer looks for the group or guide, often from a distance as they walk closer		Some farmers include interactions with others farmers	Often takes place at the same place where the group met the guide, but not always		To some degree, this is communicating indirectly with the other farmers, who will see their review
		Most common objects people interact with others for good harvest	Direct interactions with the other users, and potentially other group members		

Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app
If other users interact with this person, they will see these completed tours also			

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me with the needed fertilizer	Help me to control the pests	Help me avoid with the unwanted waste for the plants	Help me see what they have to offer	Help me understand what this disease is due to.
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Help me commit to going on this right way of feed to the plants	Help me get through out this disease in my crops	Help me feel confident that my recommended fertilizer is right and tell me what to do next	Help me feel confident that my recommended fertilizer is right and tell me what to do next	Help me make sure I don't forget about my time schedule so that I don't wastemy plants and disappointed
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Help me make sure I don't forget about my time schedule so that I don't wastemy plants and disappointed	Help me commit to going on this right way of feed to the plants	Help me feel confident that my recommended fertilizer is right and tell me what to do next	Help me feel confident that my recommended fertilizer is right and tell me what to do next	
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Help me make sure I don't forget about my time schedule so that I don't wastemy plants and disappointed	Help me feel confident that my recommended fertilizer is right and tell me what to do next	Help me feel confident that my recommended fertilizer is right and tell me what to do next	Help me feel confident that my recommended fertilizer is right and tell me what to do next
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Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Feedbacks are most important from the users	Taking photos, videos, and explanations are needed
	It's reassuring to read reviews written by the users

Fertilizers should give the expected result	Review the feedbacks of the fertilizer	We've heard from several people that the reminder emails were essential, especially if they booked way in advance
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Our site should give the expected result for their plants	People leave the satisfaction rating
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People generally leave the site with The solutions

People like looking back on their past fertilizer outcome

We think people like these recommendations because they have an extremely high engagement rate

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to fertilize the plants in the schedule basis	Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step
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Trepidation about the purchase

People expressed their sadness about the crops	Sometimes people are matched up with other farmers who are in the same phase
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People are unclear whether a tip is necessary for the outcome	Customers report feeling review fatigue	People describe leaving a review as an arduous process
People will feel	We have very low review rates	

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after the given solutions the plants will lose it's life	Suggesting the home made solution also	Make it easier to compare the fertilizer they used with the new one	Provide a simpler summary to avoid information overload
			Show highlights or common phrases of the disease in the plants and it should be easy to identify

How might we make our sites used to image finding

How might we make it clear that this fertilizer is useful	We should identify the response rates?	Making the fertilizer easy to identify the disease

How might we help done in the past?	How might we extend the fertilizer some time
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