

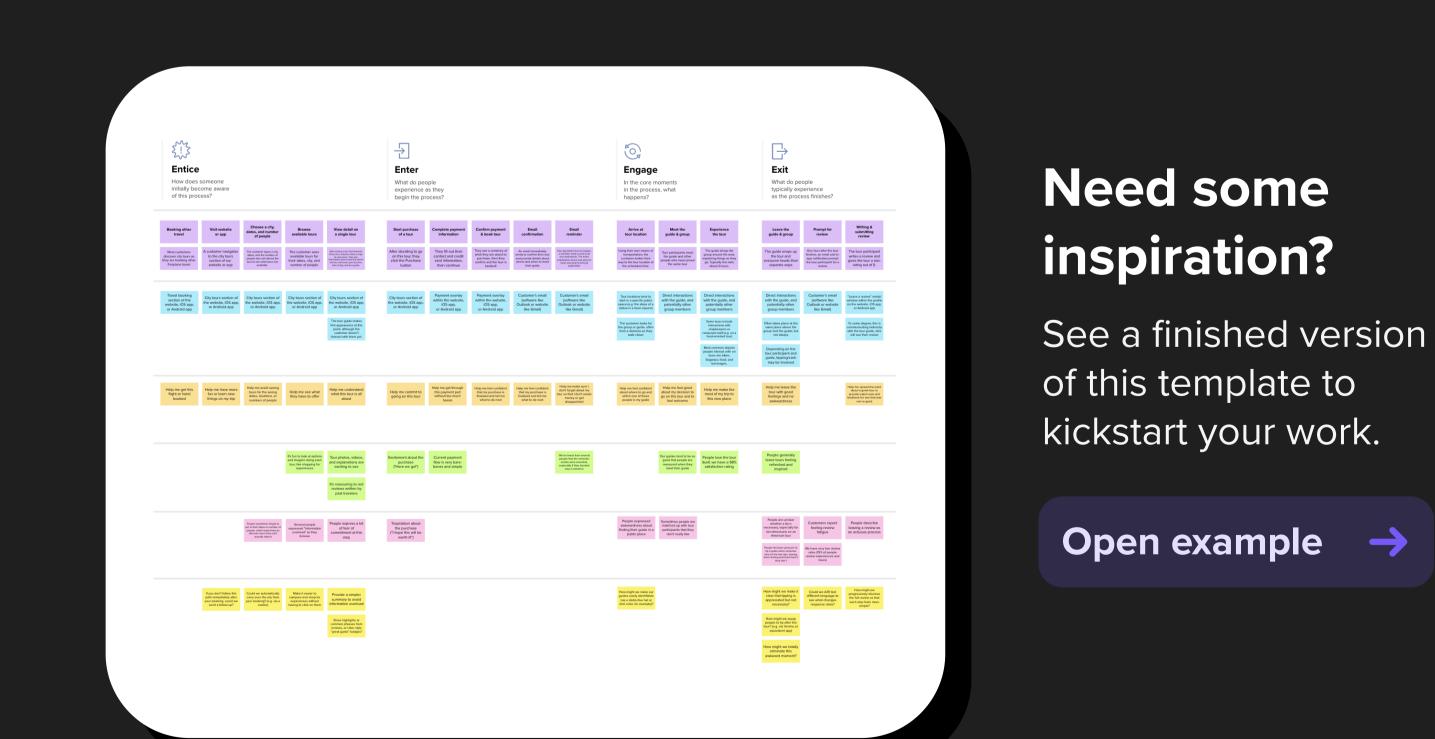
## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership wi

Product School

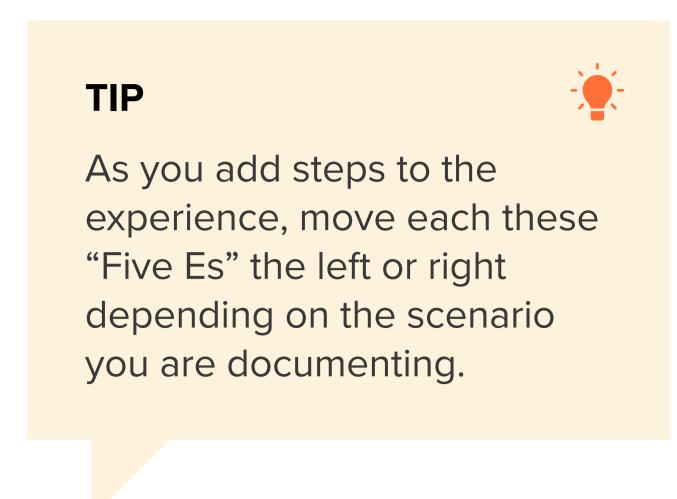
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## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



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?	Aware of diseased plants  Searching out for possible solutions  Harmer get to know about the crops in his feld is getting diseased  Searching out for possible solutions  Watches a demovideo  Watches a demovideo	Usage of Software application  Prediction of crop disease  Farmer can make use of the Al application developed.  Farmer can detect the disease by providing images of crops  Once he find the crop disease, he should also search for the required fertilizer	Image preprocessing  Evaluation  Prediction  Images of diseased crops can be evaluated using DL algorithm  By making use of train data and test data ,the disease can be predicted	Proper yield  Proper yield is achieved when the farmer gets proft  Proper yield is achieved when the farmer gets proft  Proper yield is achieved when the farmer gets proft  Product of high quality  When the quality of products produced is good and contribution for global food markets	Market value  Market value is achieved high when the farmer gets proft  Field area can be expanded  After he gets proft he plans for expanding the feld area
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?	Lab physicians Smart phones	Help from agriculture students Agriculture college professors	Industries Advisors	Help from Other Farmers  Computers and Softwares	Sensors Marketing members
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Crops without disease Instant solution	Satisfy consumers expectations  Food of high quality	focus on crop yield  Meet rising demand	Achieving maximum crop at maximum time  Efficient use of fertilizer and reduce nutrient loss	To detect the diseased crops earlier and make a solution for it
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When the farmer gets a way to fnd solution for his crop disease  He gets motivated that he could overcome this situation	When the disease is predicted at the accurate time  When he can produce a healthy crops	When he feel he could produce good yield  Improvement in productivity	Better utilization of available resource  Reducing pests and diseases	Achieving maximum crop at maximum time
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Loss of crops from difcult path in search of the solution	When he gets to know plants may be affected by more than one disease  When the prescribed fertilizer is not available in users location.	When it leads to wrong prediction  Farmer fears about how it works on his crops	A small error in the data prediction can results in a large amount of loss  Excessive use of chemical fertilizers has led to several issues	Climatical changes , Geographical changes
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	To determine suitable crops and the fertilizers for the current state of soi  To determine Suitable crops and the fertilizers for fertilizers for the current state of soi				

