

Journey Steps Which tep of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?	
Actions What does the customer do? What information do they look for? What is their context?	<div>Providing crops with nutrients</div> <div>harvest the nutritious food</div>	<div>It creates brand loyalty</div> <div>Build an emotional connection,</div> <div>Deliver on whatever promises you make</div>	<div>Fertilizers replace the nutrients that crops remove from the soil</div> <div>Mineral fertilizers are used to supplement the soil nutrient stock</div> <div>To overcome the problems that are produced by fertilizers</div> <div>Increase the plant growth and productivity</div>	<div>Overweight amount of the right proportion of nutrients. Overweight the highest possible maximum 400 g/ha</div> <div>The formula and the primary nutrient requirements will determine how much fertilizer to apply at what rate</div> <div>Apply the fertilizer to the soil just before sowing or plowing in the spring or fall</div>	
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Fertilizers boost crops yields.</div> <div>Nutrients based on crop requirements, peak harvest time</div> <div>Plants can protect against pests.</div>	<div>Identify the disease and suggest the fertilizer.</div> <div>easy to transport, store and apply.</div> <div>quick in providing plant nutrients and restore the soil fertility</div>	<div>Fertilizer improve the soil texture</div> <div>Increases in productivity.</div> <div>They can make crops grow faster and bigger.</div> <div>Fertilizer is easily absorbed by plants</div>	<div>naturally occurring or renewable materials contain ingredients promote productivity</div> <div>Minerals, hormones can the quantity of nutrients removed by the crops from soil and substrate</div> <div>sharing best practices</div>	
Touchpoint What part of the service do they interact with?	<div>Fertilizers are food for plants.</div> <div>Fertilizers are used to supplement the soil's nutrient with minerals.</div> <div>Fertilizer minimizes nutrient losses to the environment</div>	<div>fertilizer improves harvest quality.</div> <div>improving quality(nutrients)</div> <div>understanding of soil N mineralization, P & K fixation</div>	<div>It is soluble and easily absorbed by plants.</div> <div>It enhances the metabolism of plants.</div> <div>soil testing is the basic for management decision about fertilizer requirements</div>	<div>Fertilizers replace the nutrients that crops remove from the soil.</div> <div>enhances crop resistance and resistance to pests, diseases, and weather extremes</div> <div>increase organic matter</div>	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	🤔	😞	🤩	
Backstage	Aiming at obtaining basis for precise quantitative	Fertility of soil decrease at use of chemical fertilizer	It is quite costly at every time we need to invest in various fertilizers and pesticides.	Overfertilization can damage the plants	
Opportunities What could we improve or introduce?	Apply at all time	Increase the	Improve good	Choose the best	
Process ownership Who is in the lead on this?	ministry of chemicals and fertilizer	Russia is the world largest exporter of fertilizer	It leads to high retention rates	sharing best metrics	

Outcome

Describe how the life and environment customer changes once they used the service.

What are they able to do now?

Share stable and provide stable yields.

Fertilizer replaces the nutrients that crops remove from the soil

What can they finally avoid do

avoid in pe adding plant nutrients and ensuring soil fertility

Can help to minimize poisoning

What changed in my environ

Fertilizers replace the nutrients that crops remove from the soil.

It is toxic and can harm humans.

