

FERTILIZERS RECOMMENDATION SYSTEM FOR DISEASE PREDICTION

USER JOURNEY

Phases of journey	Obtaining Information	Seedbed preparation and purchase of seedlings	Sowing the seeds and adding fertilizers	Field Inspections	Protective treatments: Fungicides and Herbicides	Harvesting the crops and storage
Actions What does the customer do?	Best plans for the season Soil condition Economic need	Irrigation required Preparing the soil Purchase seeds for the best price	Find the best time to sow the seeds Plan the amount of yield Add initial fertilizers for strengthening	Check for Unwanted infection Check for rodents eating the plants Check if the plants are hydrated enough Check for unwanted infection	Add fungicide in case of any fungal infections Add Herbicides in case of unwanted weed growth Provide enough water	Harvesting the crops Sell them off Store the remaining
Needs and Pains What does the customer want to achieve or avoid?	Restriction in finding the right information Farmers need the appropriate information	Incorrect Irrigation Choosing the suitable soil type	Wind Drift, Late Moonsoon climate condition matters	Presence of rodents	Parasitic / Fungi infections Lack of water	Risk of harvest loss Risk of storing remaining storage
Touchpoint What part of the service do they interact with?	Interactions with the specialists at the research centre	Verify the information provided at research	Checking pesticide quality and cost	Interaction with the research centre	Get to know about the leaf and its diseases	Training all crops with good reference
Customer Feeling What is the customer feeling?						
Opportunities What could we improve or introduce?	Good information,	Right amount of irrigation leads to good	Adding fertilizers initially helps for good yield	No signs of rodent and	Fungicides and Herbicides protect the	Great yield and harvest