Project Design Phase-II

Customer Journey Map

Date	11 October 2022
Team ID	PNT2022TMID07639
Project Name	Fertilizers Recommendation System for Disease Prediction

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	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

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