

# User journey

by the Design Team of Accouture Interactive NL

## Fertilizers Recommendation System For Disease Prediction

### FARMER USER JOURNEY

1.Phases	Obtaining Information	Seedbed Preparation and Purchase of seedlings	Sowing the seeds and adding Fertilizers	Field Inspections	Prevention Treatments: Fungicides and Herbicides	Harvesting the crops and Storage
2.Steps	Best plants 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 seed 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
3.Interactions						
Positive moments	The yield should be great for the season Quality Information on Demand	The quality of the seeds should be good	Enough fertilizers might provide great yield	If that is great then yield will be good	Prevent the fungus and weeds	Great harvest - happy Farmer
Negative moments	There should be no information on weather patterns		The seeds are not sown incorrectly	There should be any rodents or threat information	If this phase doesn't work it might spoil the yield	
4.Goals & motivations	Restrictions in finding the right information	Incorrect irrigation	Wind Drift, Late Monsoon	Presence of rodents	Pests/Insects/ Fungal Infections	Risk of Harvest Loss
5.Area of opportunity	Good weather/Right information	Right amount of irrigation and good seeds will lead to great yield		No Signs of rodents/ Fungal		great yield and Harvest