



Customer Journey Map

1. Phases	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 storing.
2. Steps	Best plants for the season. Soil Condition. Economic Needs.	Irrigation Required, Preparing the soil. Purchasing seeds for the best price.	Finding a best time to sow the seeds. Planning the amount of yield. Adding initial fertilizers for strengthening	Check for unwanted infection. Check if the plants are hydrated enough. Check for rodents eating the plants.	Add Fungicide in case of fungal infestations. Add Herbicides in case of unwanted weed growth. Provide enough water.	Harvesting the crops. Sell them and store the remaining crops.
3. Feelings 	The yield should be better for the season. Quality information. Information on Demand.	Quality of seeds should be rich and good.	Enough fertilizers might provide greater yield of crops	If the field is good, then the yield will also be good.	Prevent infections and extra weeds.	Good harvest makes the farmers happy and satisfied.
	 There should not be any unforeseen weather conditions.	Confusion and Doubt in the choice of purchasing seedlings.	The seeds are not sown in the right manner.	There should not be any rodents or weed infestations.	If a phase does not work, it might spoil the entire yielding of crops.	Frustrated and worried
4. Pain points	Restrictions in finding the right information.	Difficult to understand leaf diseases. Incorrect irrigation	Wind Drift. Late Monsoon. Difficult to choose the amount of soil	Presence of rodents	Parasitic/Fungal Infections	Loss in harvesting and yielding

5. Opportunities	Good climatic condition, Right information.	Right amount of irrigation. Good and rich seeds sown will lead to good harvest of crops.	Analyzing more number of seeds and finding the best among them.	No signs of rodents or Fungi	Getting to know about different Fungicides and Herbicides	Good amount of yield and harvest
6. Key Insights	Information needs to be easily shared through campaigns, demos and workshops.	Awareness over the leaf diseases should be given to the farmers.	The right fertilizer should be analyzed and added to the crops	Decision depends on specialists and farmers according to their wish for a healthy leaf.	Pesticides has to be selected according to the requirements for leaf nourishment.	Healthy Crops are harvested and stored.