Project Design Phase-II

Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID52645
Project Name	Fertilizer 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 decisions	Knowledge about which leaf should be treated with what kind of fertilizers.	Checks leaf condition	Treats the leaf with suitable fertilizer as suggested

KEY INSIGHTS	Awareness over the leaf diseases should be given to farmers.	Information needs to be easily shared outside and should also be accessed easily.	Decision depends on farmers according to their wish for a healthy leaf.	Pesticides is selected according to requirements for leaf nourishment.	Leaf was unhealthy and disease infected.	An enhanced customer experiences Increased yield production Data enabled decisions.