

User journey

by the Design Team of Accenture Interactive NL

Fertilizers Recommendation System For Disease Prediction

FARMER USER JOURNEY

Phases	Obtaining Information	Seedbed Preparation and Purchase of seedlings	Sowing the seeds and adding Fertilizers	Field Inspections	Protective Treatments: Fungicide and Insecticides	Harvesting the crops and Storage
Steps	<div>Best plants for the season</div> <div>Soil Condition</div> <div>Economic Need</div>	<div>Irrigation Required</div> <div>Preparing the soil</div> <div>Purchase seeds for the best price</div>	<div>Find the best time to sow the seeds</div> <div>Plan the amount of yield</div> <div>Add initial fertilizers for enriching</div>	<div>Check for unwanted infection</div> <div>Check for rodents eating the plants</div> <div>Check if the plants are hydrated enough</div> <div>Check for unwanted infection</div>	<div>Add Fungicide in case of any fungal infections</div> <div>Add Insecticide in case of unwanted insect growth</div> <div>Provide enough water</div>	<div>Harvesting the crops</div> <div>Sell them off</div> <div>Store the remaining</div>
Feelings	<div> <div>👍</div> <div>The yield should be great for the season</div> <div>Quality Information</div> <div>Information on Demand</div> </div> <div> <div>👎</div> <div>There should be any unforeseen weather patterns</div> </div>	<div>The quality of the seeds should be good</div>	<div>Enough fertilizers might provide great yield</div> <div>The seeds are not sown incorrectly</div>	<div>If there is great then yield will be good</div> <div>There should not be any rodents or insect infection</div>	<div>Prevent the fungus and other weeds</div> <div>If this phase doesn't work it might spoil the yield</div>	<div>Great harvest : Happy Farmer</div>
Pain points	<div>Restrictions in finding the right information</div>	<div>Incorrect Irrigation</div>	<div>Wind Drift, Late Monsoon</div>	<div>Presence of rodents</div>	<div>Parasitic/ Fungal Infections</div>	<div>Risk of Harvest Loss</div>
Opportunities	<div>Good weather right information</div>	<div>Right amount of irrigation and good seeds will lead to good yield</div>		<div>No Signs of rodents/ Fungal</div>		<div>great yield and Harvest</div>