Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To get Fertilizer Recommendation for various disease in plants.	It is cost efficient ,so they'll not meet any loses. / Interactions with the specialists at the research centre. / They can get awareness about various	Getting a correct fertilizer for plant / Watching the growth of crops in a healthy way / Building excitement, cost efficient.	Getting high yield of crops without any disease being affected. / Identifying the disease early stage and removing it, / Setting criteria for healthy leaf.
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	The customer wants to achieve a disease free crop. / The customer needs to know about the basic knowledge about the technology being used.	They may have difficulty to understand first. / The demo results may vary from the actual field test. / Even sometimes prediction can go wrong.	Hesitation, self-doubt. / Confusion doubt in choice. / Frustrated or worried about the final	Information may not be clear at first. / Pesticides has to selected according to requirements for leaf nourishment. / Checking the pesticide quality and the cost of it.
Touchpoint What part of the service do they interact with?	They can use their mobile phones.	Information provided at research. / Sees a demo leaf with high infection which can be treated. / Understand what type of leaf disease possibilities exist.	Verify the information provided at research. / Talk to the specialist about disease affected crops. / Learning from the process.	Making a photocopy of disease affected / Uploading chat picture in our application and getting fertilizer recommendation / Finally a disease free crop yield.
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤩	🤔	👍	🥰
Backstage				
Opportunities What could we improve or introduce?	Increase of Fertilizer	Increase in researcher	Reduce the effort	Increase in High yield.

What changes for them?
Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

They can get a high yield of crops. / Agriculture land will be unpolluted. / Can get nutritious food

What can they finally avoid doing?

Prevent them from using harmful / Prevent them from using large amount of / Unnecessary Stress and anxiety can be avoided.

What changed in my environment?

Agriculture lands are disease free / Farmers are happy and less worried / Increase in crop yield.