

User journey

by the Design Team of Accenture 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 | Protective Treatments : Fungicide 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 initial 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 infestations Add Herbicides in case of unwanted weed growth Provide enough water | Harvesting the crops Sell them off Store the remaining |
| 3 Feelings | <div> The yield should be great for the season Quality Information Information on Demand </div> <div> There shouldnt be any unforeseen weather patterns </div> | The quality of the seeds should be good | Enough fertilizers might provide great yield The seeds are not sown incorrectly | If filed is great then yield will be good There shouldnt be any rodent or weed infestation | Prevent the fungus and extra weeds If this phase doesnt work it might spoil the yield | Great harvest = happy Farmer |
| 4 Pain points | Restrictions in finding the right information | Incorrect irrigation | Wind Drift, Late Monsoon | Presence of rodents | Parasitic/ Fungi Infections | Risk of Harvest Loss |
| 5 Opportunities | Good weather, Right Information | Right amount of irrigation and good seeds will lead to good yield | | No Signs of rodents/ Fungi | | great yield and Harvest |