Template

Customer experience journey map

Team ID:
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Project:
Fertilizer Recommendation System For Disease Prediction

Created in partnership with

Product School

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SCENARIO Providing Fertilizer Suggestions to the farmers when interacted via the web app	**Entice** How does someone initially become aware of this process?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Steps What does the person (or group) typically experience?	**Visiting the web app** Farmers visits the web app and finds the option to get suggestions **Seeing lot of options to choose the fertilizer** After seeing multiple options, farmers would need to decide and choose the right kind of fertilizer **Finding the right kind of fertilizer and it's details** Based on the data obtained by the farmer, they'd check on finding the right kind of fertilizer to use by knowing the details	**Enter into the upload section** Users need to upload the photos of the crop leaves **Confirm choice** Users need to confirm that the uploaded image is correct for providing accurate suggestion **Obtain results** Based on the data gathered, user gets the result	**Parse the results** Based on the results obtained, the user would get insights on what action to take on **Visit the shopkeeper** User visits the shopkeeper and asks the fertilizer obtained from the suggestion result **Use the fertilizer in right amount** Based on the suggestions, user would use the fertilizer in right amounts	**Leave the web app** User leaves the app after completing the process and obtaining suggestions	**Providing recommendations** From past usage, user could be shown with fertilizer recommendations **Providing history** User could explore what fertilizer has been suggested so far from the process
Interactions What interactions do they have at each step along the way? - **People:** Who do they see or talk to? - **Places:** Where are they? - **Things:** What digital touchpoints or physical objects would they use?	Home page and upload section of web app On the market, the farmer will be greeted by the shopkeeper to meet their requirements of fertilizer Home page and upload section of web app	Upload section of web app Upload section of web app Results page of web app	Results page of web app The user will be greeted by shopkeeper to meet their catering needs	Results page of web app The user would meet the shopkeeper to buy the fertilizer provided from suggestions	Recommendations page of web app History page of web app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to provide more suggestions on fertilizers to use Help me choose the right product Help me in providing the fertilizer details and use cases Help me avoid choosing the wrong one	Help me in navigating the process in efficient way to understand Help me provide the right fertilizer suggestion Help me in avoiding to choose wrong suggestions	Help me in providing insights from the suggestions given Help me in avoiding choosing the fake product Help me not to use the product in unefficient way	Help me leave a good experience in using the app	Help me in recommending good fertilizers
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It'd be exciting to know that there will be a variety of products to choose from It'd be exciting to know that there will be a variety of products to choose from Knowing the details would drive motivation on choosing the product	Intrigued, Curious about the process behind it Gives assurance that our choice will be locked Excited, Anxious, Fear about wrong results and so on	Curious, Intrigued about the results Excited, Amazed, Calm, Confident as the user knows what to do Confident, Calm, Positive since amount is known	Confident, Amazed, Positive, Relaxed as user is provided with right suggestions	Curious, Intrigued on the new recommendations provided by app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Sometimes people may get redirected towards wrong page which would confuse users Users would get confused on the options present as there will be many factors present Users would fear if they chose the wrong product instead of correct one as it depends on results	If the captured image isn't processed, then the model won't process the data correctly If wrong choice is chosen, the user might feel that they have uploaded the wrong data Wrong results might lead to user in discontinuing the usage of web app	If improper results are shown, then insights may be conveyed in wrong manner If amount is specified beyond limit, then crops may get damaged	User may be confused if wrong results are shown which may cause a bad impression on using the app	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If user has lost, we could provide a friendly UX prompting to redirect to right page Provide a simpler detail about the fertilizer chosen by user. This should be shown only if user has provided enough details on crop	Prompt the user to take the photos in right way The results returned must be validated before showing it to user	Results shown must be accurate to drive insights Proper limit usage of fertilizer must be specified	Results must be accurate to user such that the UX will be improved to drive the user in using the app further	