# User journey
by the Design Team of Accenture Interactive NL

# Fertilizers Recommendation System For Disease Prediction

## FARMER USER JOURNEY

| ❶ 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 |
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| ❷ 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 incase of unwanted weed growth / Provide enough water | Harvesting the crops / Sell them off / Store the remaining |
| ❸ Feelings 👍 | The yield should be great for the season / Quality Information / Information on Demand | The quality of the seeds should be good | Enough fertilizers might provide great yield | If filed is great then yield will be good | Prevent the fungus and extra weeds | Great harvest = happy Farmer |
| ❸ Feelings 👎 | There shouldnt be any unforeseen weather patterns | | The seeds are not sown incorrectly | There shouldnt be any rodent or Weed infestation | If this phase doesnt work it might spoil the yield | |
| ❹ Pain points | Restrictions in finding the right information | Incorrect irrigation | Wind Drift, Late Monsoon | Presence of rodents | Parisitic/ Fungi Infections | Risk of Harvest Loss |
| ❺ 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 |