

**Project Design Phase-II**  
**Customer Journey Map**

|              |                                                            |
|--------------|------------------------------------------------------------|
| Date         | 12 October 2022                                            |
| Team ID      | PNT2022TMID36510                                           |
| Project Name | Fertilizer Recommendation System for<br>Disease Prediction |

| STAGES       | AWARENESS                                                                                         | INFORMATION GATHERING                                                     | DECISION MAKING                                                                                                                                                                    | PESTICIDE SELECTION                                                                   | BEFORE DETECTION                                                                                                   | AFTER DETECTION                                                             |
|--------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| GOALS        | Understand the type of leaf disease possibilities exist.                                          | Learning                                                                  | Setting criteria for Complete Healthy leaf knowledge about pesticides and achieve high yield production.                                                                           |                                                                                       | Leaf with high possibility of diseases.                                                                            | A well-treated and healthy leaf without any disease.                        |
| ACTIONS      | Sees a demo leaf with high infection which has to be treated.                                     | Know about all the healthy and unhealthy leaf and talk to the specialist. | ✓ Compares healthy leaf possibilities to the Knowledge unhealthy one and about which leaf makes a should treated decision with what kind of fertilizers ✓ Refer to the leaf family | ✓ Check leaf condition<br>✓ Check the weather condition<br>✓ Check the soil condition | ✓ Treats the leaf with suitable fertilizer as suggested<br>✓ Makes sure of the suitable soil and weather condition |                                                                             |
| TOUCH POINTS | ✓ Information provided at research<br>✓ Interactions with the specialists at the research center. | Verify the information provided at research                               | Information that can be asked/known quality and cost . with others for good healthy leaf production.                                                                               | Checking pesticide be                                                                 | Get to know the knowledge about leaf and its diseases.                                                             | Training all leave with good reference or by using good learning materials. |

|              |                                                              |                                                                             |                                                                                                        |                                                                                                        |                                                                                                            |                                                                                                                                                   |
|--------------|--------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| FEELINGS     | POSITIVE<br>↓<br>NEUTRAL<br>↓<br>NEGATIVE                    | Building excitement,<br>cost of effort                                      |                                                                                                        | Interested in yielding                                                                                 |                                                                                                            | Satisfied                                                                                                                                         |
|              |                                                              |                                                                             | Hesitation, self-doubt                                                                                 | Confusion, Doubt in choice                                                                             | Frustrated, worried                                                                                        |                                                                                                                                                   |
| PAIN POINTS  | Information was not clear at first.                          | Difficult to understand the leaf disease<br>Some information was confusing. | Lack of outside resources<br>Doubt over the specialist information<br>Lack of financing opportunities. | More cost consuming<br>Takes lot of time for detection<br>More confusion over choosing the pesticides. | Missed opportunity for initial pampering of leaf needs<br>Difficult for a farmer to choose amount of soil. | Training was not clear<br>Self-directed training/reference materials also was not clear.                                                          |
| KEY INSIGHTS | Awareness over the leaf diseases should be given to farmers. | Information needs to be easily shared outside, through demos and workshops. | Decision depends on specialists and farmers according to their wish for a healthy leaf.                | Pesticides has to be selected according to requirements for leaf nourishment.                          | Leaf was unhealthy and disease infected.                                                                   | An enhanced customer experiences<br>Increased yield production<br>Data enabled decision making using data analytics, sharing of best fertilizers. |