

Customer Journey map:

	Awareness	Entry	Engage	Results	Exit
Stages	Checks the site out of curiosity.	Enters the homepage and reads the info.	Goes to next page.	The results and prediction <u>is</u> provided.	The user may now leave.
Steps	To Find out the problem.	Clicks the "Predict" Link.	Selects the dropdown, uploads And submits.	Acknowledge the recommendation.	User closes the site.
Positive Feelings	Thought of getting a solution.	Realization that <u>help</u> is possible.	Happy that they can share their picture proof.	The solution is provided.	Happy and <u>Satisfied</u> .
Negative Feelings	Nervous/Disbelief.	Nervous/Disbelief.	Nervous/Disbelief.	Sadness.	Confusion.
Pain Points	Anxiety of the outcome.	Anxiety of the outcome.	Anxiety of the outcome.	Shock from the results.	Costs for the fertilizers.
Opportunity	Get a perspective.	Expand the knowledge.	Chance to share the picture.	Chance for treatment.	Further plans can be decided.