

Customer journey map

Date	30 October 2022
Team ID	PNT2022TMID32297
Project Name	Fertilizers recommendation system for disease prediction
Maximum Marks	2 Marks

User journey

by the Design Team at [Google Ventures Inc.](#)

People 2-5
 Time 30 min
 Difficulty Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. [\[?\]](#)

1 Phases	research	choosing information	analysis	fertilizer selection	fertilizer selection							
2 Steps	choose the best crop	check weather field condition	economic need	verify the site	verify the user	understand the type of leaf disease	kind of pesticides	knowledge about pesticides	detect healthy leaf	check fertilizer quality	detect leaf which has high possibility of disease	check soil/ weather condition
3 Feelings	<div> quality information information on demand happy if the yield should be great for the season </div> <div> nervous if the yield should not be great for the season fear of climate change </div>	<div> building excitement interested in yielding </div> <div> doubt in choices confusion in choices </div>	<div> satisfied self doubt </div> <div> confusion </div>	<div> self doubt satisfied </div> <div> frustrated worried </div>								
4 Pain points	economic loss incorrect diagnosis late monsoon	interaction with the specialist lack of resources difficult to find the leaf disease	more confusing while choosing the fertilizers more cost consuming	take more time for detection missed opportunity for initial pampering								
5 Opportunities	good weather no sign of disease in the crop	awareness over the leaf disease should be given to farmer information can be shared outside easily	leaf was unhealthy and diseased sharing our opinion about fertilizers	customer feedback								