

| 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 Healthy leaf | Complete 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 | <ul style="list-style-type: none"> Compares healthy leaf possibilities to the unhealthy one and makes a decision Refer to the leaf family | Knowledge about which leaf should be treated with what kind of fertilizers | <ul style="list-style-type: none"> Check leaf condition Check the weather condition Check the soil condition | <ul style="list-style-type: none"> Treats the leaf with suitable fertilizer as suggested Makes sure of the suitable soil and weather condition |
| TOUCH POINTS | <ul style="list-style-type: none"> Information provided at research Interactions with the specialists at the research centre | Verify the information provided at research | Information that can be asked/known with others for good healthy leaf production | Checking the pesticide quality and cost | Get to know the knowledge about leaf and its diseases | Training all leaves with good references or by using good learning materials |

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| FEELINGS | POSITIVE | Building excitement, cost of effort | | Interested in yielding | | Satisfied |
| | NEUTRAL | | Hesitation, self-doubt | Confusion, Doubt in choice | Frustrated, worried | |
| | NEGATIVE | | | | | |
| PAIN POINTS | Information was not clear at first | Difficult to understand the leaf disease Some information was confusing | Lack of outside resources Doubt over the specialist information Lack of financing opportunities | More cost consuming Takes lot of time for detection More confusion over choosing the pesticides | Missed opportunity for initial pampering of leaf needs Difficult for a farmer to choose amount of soil | Training was not clear 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 Increased yield production Data enabled decision making using data analytics, sharing of best fertilizers |

