

User journey

by the Design Team of Accenture Interactive NL

Fertilizers Recommendation System For Disease Prediction

FARMER USER JOURNEY

1 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
2 Steps	<div>Best plants for the season</div> <div>Soil Condition</div> <div>Economic Need</div>	<div>Irrigation Required</div> <div>Preparing the soil</div> <div>Purchase seeds for the best price</div>	<div>Find the best time to sow the seeds</div> <div>Plan the amount of yield</div> <div>Add initial Fertilizers for strengthening</div>	<div>Check for unwanted infection</div> <div>Check for rodents eating the plants</div> <div>Check if the plants are hydrated enough</div> <div>Check for unwanted infection</div>	<div>Add Fungicide in case of any fungal infestations</div> <div>Add Herbicides in case of unwanted weed growth</div> <div>Provide enough water</div>	<div>Harvesting the crops</div> <div>Sell them off</div> <div>Store the remaining</div>
3 Feelings	<div> <div>👍</div> <div>The yield should be great for the season</div> <div>Quality Information</div> <div>Information on Demand</div> </div> <div> <div>👎</div> <div>There shouldnt be any unforeseen weather patterns</div> </div>	<div>The quality of the seeds should be good</div>	<div>Enough fertilizers might provide great yield</div> <div>The seeds are not sown incorrectly</div>	<div>If filed is great then yield will be good</div> <div>There shouldnt be any rodent or Weed infestation</div>	<div>Prevent the fungus and extra weeds</div> <div>If this phase doesnt work it might spoil the yield</div>	<div>Great harvest = happy Farmer</div>
4 Pain points	<div>Restrictions in finding the right information</div>	<div>Incorrect irrigation</div>	<div>Wind Drift, Late Monsoon</div>	<div>Presence of rodents</div>	<div>Parasitic/ Fungi Infections</div>	<div>Risk of Harvest Loss</div>
5 Opportunities	<div>Good weather, Right information</div>	<div>Right amount of irrigation and good seeds will lead to good yield</div>		<div>No Signs of rodents/ Fungi</div>		<div>great yield and Harvest</div>