

Project Design Phase - II

Customer Journey Map

Date	25 October 2022
Team ID	PNT2022TMID07943
Project Name	Fertilizer Recommendation System for Disease Prediction

User journey

by the Design Team of Accenture Interactive NL

Fertilizers Recommendation System For Disease Prediction

FARMER USER JOURNEY

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