

Project Design Phase-II

Customer journey map

Date	08 October 2022
Team ID	PNT2022TMID10907
Project Name	Project - Fertilizers Recommendation System For Disease Prediction
Maximum Marks	2 Marks

PHASES	MOTIVATION	INFORMATION GATHERING	ANALYZE	DECISION	LOYALTY
ACTIONS	Listen to other farmers' advertisements about the application.	Scanning the crops or searching for the disease	Giving symptoms, precautions, and fertilizers	Choosing the best fertiliser	Sharing the details of the disease with others
TOUCHPOINTS	Eradicate the disease	If the symptoms don't satisfy, checking the related diseases	Relating how much disease rate is spread	If the suggested fertilizer is not available locally	Choosing the best fertilizer in the market to completely eradicate the disease
CUSTOMER FEELING					
CUSTOMER THOUGHTS	Farmers will think about whether it will protect the disease correctly and provide the fertilizers	If the suggested fertilizer is costly	The growth rate when the fertilizer is used	How to buy the suggested fertilizer	Whether the fertilizer will completely eradicate
OPPORTUNITIES	The customer will eradicate the crop disease or prevent it from occurring.	Suggesting the reasonable cost of fertilizers	Showing how much the crops are affected.	Providing E-shipping links of that fertilizer.	Suggesting the reasonable cost fertilizers