Project Design Phase 2-Customer Journey

STAGES	AWARENESS	INFORMATION GATHERING	DECISION MAKING	PESTICIDE SELECTION	BEFORE DETECTION	AFTER DETECTION
GOALS	Understand the type of leaf disease possibilities that exist.	Learning	Setting criteria for Complete Healthy leaf knowledge about pesticides and achieving high-yield production.		Leaf with a 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 leaves and talk to the specialist.	Compares healthy leaf possibilities to the unhealthy one and should treat decision	Knowledge about which leaf with what kind of fertilizers	Check leaf condition Check the weather condition Check the soil condition	Treats the leaf with suitable fertilizer as suggested Makes sure the suitable soil and weather condition
TOUCH POINTS	Interactions With the specialists at the research center.	Verify the information provided at the research	Information that can pesticides be asked/known and cost with others for healthy leaf production.	Check quality good	Get to know the knowledge about leaf and their diseases.	Training all leave with good references or by using good learning materials.
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 Hesitation, self-doubt	More cost Consuming. Takes a lot of time to detect confusion. Interested in yielding Confusion and Doubt in choice	Missed opportunity for Initial pampering of leaf needs. Frustrated, worried	The training was not clear Self-directed training/reference materials also were not clear.
FEELINGS	POSITIVE NEUTRAL NEGATIVE	Building excitement, cost of effort				Satisfied

KEY INSIGHTS	Awareness of leaf diseases should be given to farmers.	Information needs to be easily shared outside, through demos and workshops	The decision depends on specialists and farmers according to their wish for a healthy leaf.	Pesticides have to be selected according to requirements for leaf nourishment.	The leaf was unhealthy and disease infected.	Enhanced customer experiences increased yield production Data-enabled decision-making using data analytics, and sharing of best fertilizers.