

Customer Journey Map

Project: "Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management"

Location: Ongole, Andhra Pradesh

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1. User Personas

1.1 Primary Persona: Rural Farmer (Ravi)

- **Age:** 45 years
- **Location:** Village near Ongole, AP
- **Technology Comfort:** Basic smartphone user
- **Pain Points:** Limited veterinary access, disease detection delays
- **Goals:** Quick disease identification, cost-effective solutions

1.2 Secondary Persona: Veterinarian (Dr. Priya)

- **Age:** 32 years
- **Location:** Ongole town
- **Technology Comfort:** Advanced user
- **Pain Points:** High patient volume, diagnosis confirmation needs
- **Goals:** Efficient preliminary screening, educational resources

1.3 Tertiary Persona: Agricultural Student (Amit)

- **Age:** 22 years
- **Location:** Agricultural college
- **Technology Comfort:** Expert user
- **Pain Points:** Limited practical exposure, theoretical knowledge gap
- **Goals:** Learning disease identification, research access

2. Customer Journey Stages

2.1 AWARENESS STAGE

Farmer Ravi's Journey:

Problem Recognition → Information Seeking → Solution Discovery



"My chickens look sick" → "Ask neighbor/vet" → "Hears about PoultryDetect"

Touchpoints:

- Word of mouth from other farmers
- Veterinarian recommendations
- Agricultural extension officer guidance

Emotions: 😔 Worried, 🌟 Curious, 😊 Hopeful **Pain Points:** Limited digital literacy, skeptical of technology

2.2 CONSIDERATION STAGE

User Actions & Thoughts:

Initial Visit → Feature Exploration → Trust Building

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"Let me try" → "Looks simple enough" → "Other farmers use it"

Touchpoints:

- PoultryDetect homepage
- About page content
- Research & training section

Emotions: 😔 Skeptical, 🌟 Interested, 😊 Confident **Pain Points:** Internet connectivity issues, language barriers

2.3 FIRST USE STAGE

Step-by-Step Experience:

Step 1: Landing on Homepage

User sees: Clean interface with hen animation

Thoughts: "This looks friendly and not complicated"

Actions: Reads main heading and description

Emotion: 😊 Comfortable

Step 2: Image Upload Process

User sees: Simple "Choose file" button

Thoughts: "I can take a photo with my phone"

Actions: Selects image from phone gallery

Emotion: 😊 Confident

Pain Point: File size limitations, slow upload

Step 3: Getting Results

User sees: Prediction result with confidence

Thoughts: "It detected Coccidiosis - that matches symptoms!"

Actions: Views uploaded image and result

Emotion: 😲 Amazed, 🙌 Satisfied

Step 4: Learning More

User sees: Treatment suggestions, research links

Thoughts: "This gives me actionable information"

Actions: Explores training/research section

Emotion: 📚 Educated, 💡 Empowered

2.4 REGULAR USE STAGE

Veteran User Workflow:

Problem Detection → Quick Upload → Rapid Decision → Follow-up Research

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"Sick bird again" → "Use app" → "Apply treatment" → "Learn more"

Enhanced Journey:

- Bookmarks the application
- Uses it as first diagnostic tool
- Shares with fellow farmers
- Relies on educational content

Emotions: ⚡ Efficient, 🔎 Focused, 😊 Confident **Value Realized:** Time saved, better outcomes, knowledge gained

3. Journey Mapping by User Type

3.1 Farmer Journey Map

Stage	Touchpoint	Action	Emotion	Pain Point	Opportunity
Discovery	Word of mouth	Hears about app	Curious	Technology fear	Simple onboarding
First Visit	Homepage	Explores interface	Hopeful	Complex navigation	Clear CTAs
Trial	Upload feature	Tests with image	Surprised	Slow internet	Offline capability
Result	Prediction page	Reviews diagnosis	Satisfied	Medical jargon	Simple explanations
Learning	Training page	Reads about diseases	Educated	Information overload	Focused content
Advocacy	Social sharing	Tells other farmers	Proud	No formal sharing	Built-in sharing

3.2 Veterinarian Journey Map

Stage	Touchpoint	Action	Emotion	Pain Point	Opportunity
Research	Professional network	Learns about tool	Analytical	Accuracy concerns	Validation data
Evaluation	All pages	Comprehensive review	Professional	Limited technical details	Detailed specs
Testing	Prediction engine	Tests known cases	Scientific	Need for precision	Confidence scores
Integration	Daily workflow	Uses for screening	Efficient	Manual verification	Batch processing
Education	Training resources	Accesses research	Learning	Limited depth	Academic papers
Recommendation	Patient consultation	Suggests to farmers	Professional	Patient adoption	Training support

3.3 Student Journey Map

Stage	Touchpoint	Action	Emotion	Pain Point	Opportunity
Assignment	Course requirement	Discovers through study	Academic	Limited resources	Rich content
Exploration	All features	Comprehensive testing	Investigative	Surface-level info	Deep dive sections
Practice	Upload testing	Uses various images	Focused	Limited test cases	Sample image bank
Research	External links	Follows research trails	Scholarly	Outdated links	Current studies
Project	Documentation	Uses for assignments	Productive	Citation needs	Academic references
Sharing	Peer network	Shows to classmates	Collaborative	Individual use	Group features

4. Critical Moments & Emotions

4.1 Moment of Truth #1: First Prediction

Context: User uploads image and waits for result **Critical Success Factors:**

- Fast processing time (< 10 seconds)
- Clear, understandable result
- Confidence in accuracy
- Next steps provided

Emotional Arc: Anxiety → Anticipation → Relief/Satisfaction

4.2 Moment of Truth #2: Treatment Decision

Context: User decides whether to trust AI recommendation **Critical Success Factors:**

- Credible information source
- Treatment accessibility
- Cost considerations
- Success stories/testimonials

Emotional Arc: Uncertainty → Evaluation → Confidence/Action

5. Pain Points & Solutions

5.1 Technology Barriers

Pain Points:

- Digital literacy limitations
- Internet connectivity issues
- Device compatibility problems

Solutions Implemented:

- Simple, intuitive interface
- Minimal technical requirements
- Progressive loading for slow connections

5.2 Trust & Credibility

Pain Points:

- Skepticism about AI accuracy

- Lack of veterinary validation
- Fear of wrong diagnosis consequences

Solutions Implemented:

- Clear disclaimer about professional consultation
- Links to research and scientific sources
- Educational content for user empowerment

5.3 Actionability

Pain Points:

- Diagnosis without treatment guidance
- Expensive or unavailable treatments
- Complex medical terminology

Solutions Implemented:

- Simple treatment explanations
- Management and prevention tips
- Progressive disclosure of information

6. Success Metrics

6.1 Engagement Metrics

- **Upload Success Rate:** > 95%
- **Result Satisfaction:** Positive feedback
- **Return Usage:** Multiple sessions per user
- **Educational Content Engagement:** Time spent on training page

6.2 User Value Metrics

- **Problem Resolution:** Disease correctly identified
- **Learning Outcome:** Increased knowledge about poultry diseases
- **Efficiency Gain:** Faster decision-making
- **Cost Savings:** Reduced veterinary consultation needs

6.3 Business Impact Metrics

- **User Adoption:** Growing user base
- **Word-of-Mouth:** Referral tracking

- **Professional Endorsement:** Veterinarian recommendations
- **Educational Impact:** Academic usage