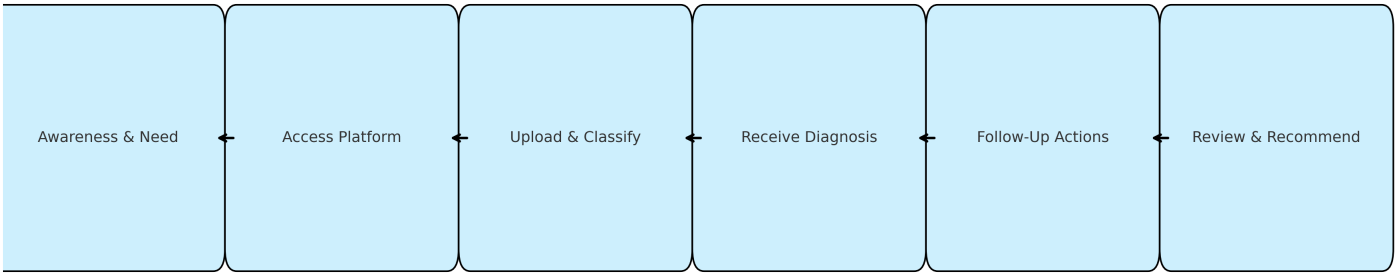
Customer Journey Map: Transfer Learning-Based Classification of Poultry Diseases



1. Awareness and Identification of Need

Farmers or poultry managers notice health issues among birds but lack a reliable method for early detection. They seek solutions through online research, word of mouth, or veterinary consultations.

2. Accessing the Platform

Users access the disease classification system via a web or mobile interface. They are guided through how to upload images of affected poultry or select from diagnostic queries.

3. Image Upload and Classification

Users upload images of poultry exhibiting symptoms. The system, using a transfer learning-based deep learning
model, analyzes the image to predict potential diseases.

4. Receiving Diagnosis and Suggestions

After analysis, the user receives disease classification results along with health management suggestions, such as isolation, veterinary consultation, or treatment steps.

5. Follow-Up Actions

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Users may consult local vets, share results, or explore the app for disease prevention tips.

A feedback system collects user experience data for future improvements.

6. Review and Recommendation

Satisfied users leave feedback or recommend the tool to peers. The system may send reminders for health checks,

and offer educational resources or new features over time.