# POULTRY DISEASE DIAGNOSIS MOBILE APPLICATION

## Scenario: A poultry farmer or veterinary student uses the mobile application to classify poultry diseases and get management recommendations.

| Step | What Happens | Touchpoints | Positive Moment | Pain Point | Opportunity |
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| **Discover** | Farmer hears about the app via social media, peers, or vet. | Social media, community events | Excited to find easy health help | Unsure if it works in their area | Demo videos, real farmer success stories |
| **Download** | Downloads and installs the app. | Play Store, App Store | Quick and easy installation | Slow internet in rural areas | Lightweight app version, offline installers |
| **Setup** | Registers and does a short tutorial. | App onboarding screen | Simple, clear steps | Confusing if too technical | Visual, icon-based instructions |
| **Input Symptoms** | Enters bird symptoms or uploads images. | Mobile app form | Fast, guided symptom input | Not sure how to describe symptoms | Use pictures/icons for symptom selection |
| **Get Diagnosis** | Sees disease result and treatment suggestions. | App result screen | Instant, clear recommendations | Skeptical of AI accuracy | Option to consult vet or see detailed info |
| **Take Action** | Applies treatment or management advice. | App, farm supplies store | Feeling empowered to act | Hard to find medicines locally | List nearby suppliers, emergency contacts |
| **Follow-up** | Tracks bird health, gets reminders. | App notifications | Reassured by progress tracking | Forgetting to check regularly | Automated health check reminders |
| **Share & Learn** | Gives feedback, gets learning resources. | App feedback, workshops | Feels part of farming community | Too much information at once | Short tips, videos, optional training |