

Customer Journey Map

Scenario: Using Transfer Learning to Detect Poultry Diseases via Image Classification

Steps	Experience	Interactions	Tools & Touchpoints	Places	People	Positive Moments	Negative Moments	Opportunities	Goals & Motivations
Awareness	Farmer hears about poultry disease detection app or AI service via vet or ad.	Vet introduces the tool, or farmer sees WhatsApp group message.	Mobile phone, flyer, agri-tech website	Poultry farm, village	Vet, field assistant	Hope for faster diagnosis	Skepticism about tech	Awareness campaigns, demo sessions	Help me detect issues before it's too late
Image Capture	Farmer takes photos of affected birds using mobile.	App guides photo-taking steps	Mobile camera, disease detection app	At poultry shed	Farmer, assistant	Easy capture process	Blurry or incorrect images	Auto-correct, image tips	Help me take usable photos easily
Upload & Analysis	Photos are uploaded and analyzed via cloud AI model.	Farmer clicks upload, server processes image	App + ML backend	Cloud + smartphone	—	Fast detection	Poor network delays upload	Offline mode, compress image	Help me get results quickly even with slow net
Results	Predicted disease and confidence score shown with remedy advice.	Farmer sees results and contacts vet	Result screen, disease info	Mobile app	Vet, farmer	Clear results	Confusing terms	Visual indicators, audio explanation	Help me understand what to do next
Treatment	Farmer applies given remedies or gets vet help based on results.	Follow-up call with vet, sometimes manual record	Prescription, treatment logs	Farm	Vet, supply store	Birds recovering	Wrong remedy or delayed help	Auto-alerts for local vet	Help me treat early with right info
Review & Improve	Farmer gives feedback, gets tips for future care.	Review screen, chatbot follow-up	App notifications	Home/farm	Farmer	Useful insights	Forget to give review	Reminders, reward system	Help me protect my poultry better next time