

Customer Journey Map

Project: PoultryDetect - AI-Powered Poultry Disease Detection System

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



"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

↓ ↓ ↓ ↓

"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