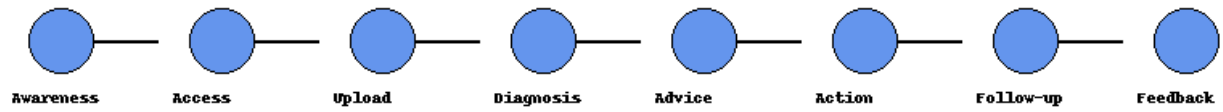# Customer Journey Map

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

User: Poultry Farmer

Step: Awareness

Experience: Learns about the disease classification system via ads, vet, or extension worker.

Interactions: Sees ad, hears from someone, visits a website.

Touchpoints: Flyers, mobile phone, WhatsApp, farm workshop.

Places: Farm, village center, or online.

People: Extension officer, fellow farmers, vet.

Positive: Curious, feels hopeful.

Negative: May be skeptical or unaware.

Opportunities: Awareness campaigns, testimonials.

Goals: Help me understand how this can help my poultry health.

Step: Access Platform

Experience: Accesses the system using a mobile app or web portal.

Interactions: Opens the app or site.

Touchpoints: Smartphone, internet browser.

Places: Home, farm, market.

People: May ask family or youth for help.

Positive: Simple UI builds confidence.

Negative: Internet or login issues.

Opportunities: Offline mode, local language support.

Goals: Help me log in and access it easily.

Step: Upload Chicken Image

Experience: Uploads a photo of a sick chicken.

Interactions: Takes photo, selects from gallery, uploads.

Touchpoints: Phone camera, upload button.

Places: Chicken coop or farm shed.

People: May involve helper or youth.

Positive: Quick process, easy interface.

Negative: Image not clear or doesn't upload.

Opportunities: Image guidelines, retry option.

Goals: Help me upload correctly to get results.

Step: Receive Diagnosis

Experience: Sees the AI-generated diagnosis and confidence level.

Interactions: Reads on-screen result.

Touchpoints: App/web interface.

Places: Anywhere with phone access.

People: Farmer only, or shows to others.

Positive: Gets useful diagnosis fast.

Negative: May not understand terms.

Opportunities: Use images/icons, translate terms.

Goals: Help me understand what's wrong with my chicken.

Step: Get Treatment Advice

Experience: Receives recommendations on what to do next.

Interactions: Clicks button for advice or treatment.

Touchpoints: App screen, PDF download, video link.

Places: Home, farm.

People: Shares with vet, farmhand.

Positive: Knows what action to take.

Negative: Advice may not be localized.

Opportunities: Local vet directory, input price data.

Goals: Help me treat the disease quickly and safely.

Step: Take Action

Experience: Follows the suggested steps - medicine or vet visit.

Interactions: Buys medicine, calls vet.

Touchpoints: Phone, medicine shop.

Places: Pharmacy, vet clinic, farm.

People: Vet, family, shopkeeper.

Positive: Chicken improves.

Negative: Costly or delayed treatment.

Opportunities: Track progress, offer discounts.

Goals: Help me act fast and right.

Step: Follow-up Monitoring

Experience: Re-checks health or repeats process if needed.

Interactions: Uploads again, uses follow-up button.

Touchpoints: App/web platform.

Places: Farm.

People: Farmer, vet.

Positive: Tracking improvement is reassuring.

Negative: Worried if issue returns.

Opportunities: Send reminders, log history.

Goals: Help me confirm my chicken is healthy again.

Step: Review & Feedback

Experience: Rates the system or leaves comments.

Interactions: Clicks star rating, types feedback.

Touchpoints: Feedback screen, thank-you message.

Places: Anywhere.

People: Farmer alone.

Positive: Feels heard.

Negative: Might skip it.

Opportunities: Incentives for feedback.

Goals: Help me share my experience to help others.