Customer Journey Map

Date	31 January 2025
Team ID	LTVIP2025TMID60812
Project Name	Grain Palette - A Deep Learning Odyssey In Rice Type Classification Through Transfer Learning
Maximum Marks	4 Marks

Customer Journey Map – Grain Palette System

Stage	User Goal	User Action	Touchpoints	Pain Points	Opportunities
1. Awareness	Learn about tools to identify rice types	Hears about Grain Palette via demo, web, or word of mouth	Website, social media, training event	Unaware of technology; skeptical of its usefulness	Provide demos, explainer videos, or brochures
2. Consideration	Decide whether to try the system	Compares with manual classification or lab testing	FAQs, testimonials, app screenshots	Unsure of accuracy; fears complexity of tech	Offer free trials, publish performance metrics, show ease of use
3. Onboarding	Begin using the system	Uploads or captures an image of rice grain	Mobile app / web interface	Difficulty uploading, unclear instructions	Use step-by-step guides, simple UI/UX
4. Classification	Get rice variety prediction	Receives classification + confidence score	AI Model / prediction engine	May not trust the output; uncertain what to do with results	Show confidence levels; provide comparison image references
5. Validation	Confirm result accuracy	Manually cross-checks or uses another method	Visual samples, local expert	If output is wrong once, trust can drop	Allow user feedback, show past prediction accuracy history
6. Decision Making	Decide on pricing,	Uses the result to negotiate or sort	Output report, Power BI	Needs result quickly,	Offline mode or lightweight model

Stage	User Goal	User Action	Touchpoints	Pain Points	Opportunities
	processing, or trading	batches	dashboard	sometimes under poor connectivity	deployment
7. Post-Use	Reflect on the experience	Shares feedback, recommends tool	Feedback form, support team	No follow-up from support; unsure how data is used	Offer loyalty program, regular updates, explain data privacy

☐ Persona Example: Ravi the Rice Trader

- **Age:** 38
- **Location:** Rural Tamil Nadu, India
- **Needs:** Quickly verify rice quality before buying in bulk
- **Frustrations:** Manual checks are slow and inconsistent
- **Motivation:** Wants fast, objective, trustworthy quality checks

☐ Summary of Key Opportunities

- Build trust through education and transparency
- Simplify onboarding with visual and language-friendly tools
- Use Power BI dashboards to show traceability and historical trends
- Enable quick classification even with low bandwidth or offline mode