POLLEN'S PROFILING

Customer Journey Map

SCENARIO: Automated classification of pollen grains using advanced image processing and machine learning techniques for environmental monitoring, allergy diagnosis, and agricultural research

ENTICE

Initial Awareness

EXPERIENCE

Users recognize limitations of manual pollen classification and discover automated AI solutions

TOUCHPOINTS

Scientific journals, web search engines, professional networking sites, research conferences

GOALS

Find efficient and accurate pollen classification solutions. Overcome manual process limitations.

😊 POSITIVE MOMENTS

Discovering AI potential for pollen analysis. Learning about accuracy improvements.

☹ PAIN POINTS

Frustration with time-consuming manual methods.

ENTER

System Access

EXPERIENCE

Access the Pollen's Profiling web application and prepare pollen images for upload

TOUCHPOINTS

Web browser, Pollen's Profiling UI, local file storage, computer system

GOALS

Easily upload pollen images. Ensure data is correctly submitted for analysis.

😊 POSITIVE MOMENTS

Smooth upload process. Clear feedback on successful image submission.

☹ PAIN POINTS

Slow upload speeds, confusing UI, file format compatibility issues.

ENGAGE

Core Experience

EXPERIENCE

CNN models analyze uploaded images and display classification predictions on Flask UI

TOUCHPOINTS

Pollen's Profiling web application, progress indicators, results display interface

GOALS

Get accurate pollen classification results quickly. Understand predictions clearly.

😊 POSITIVE MOMENTS

Fast processing time, highly accurate classifications, clear result presentation with confidence scores.

☹ PAIN POINTS

Long processing times, inaccurate predictions, confusing result

EXIT

Results & Integration

EXPERIENCE

Integrate classification results into professional work and decision-making processes

TOUCHPOINTS

Export reports (PDF, CSV), analytical software, presentation tools, databases

GOALS

Easily integrate results into workflow. Make informed decisions based on accurate pollen data.

😊 POSITIVE MOMENTS

Seamless data integration, improved efficiency, better decision-making, positive impact on research/patient care.

☹ PAIN POINTS

Difficulty exporting data, system

EXTEND

Ongoing Engagement

EXPERI

Continue us system for r samples, pr feedback, a explore futu enhanceme

TOUCHPOI

Web applica feedback fo user forums update notifications support cha

GOALS

Continuousl improve pol analysis capabilities. updated wit latest featu research.

😊 POSITIV MOMENTS

Valuable sy updates, responsive support, ser community, growing solu capabilities.

☹ PAIN PO

Lack of upd unaddresse poor custom

Difficulty processing large sample volumes.

OPPORTUNITIES

Targeted outreach to environmental agencies, allergy clinics, and agricultural research centers.

OPPORTUNITIES

Implement drag-and-drop functionality. Support multiple image formats. Provide clear upload instructions.

presentation, system crashes.

OPPORTUNITIES

Optimize model performance. Improve result clarity. Provide classification explanations with key features.

incompatibility, lack of trust in results, insufficient detail.

OPPORTUNITIES

Provide flexible export options. Offer API access. Implement result validation and quality control features.

support, fee feedback is valued.

OPPORTUI

Regular upd based on feedback. F user commu Explore mob app support real-time monitoring.

ES

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