Smart Sorting: Identifying Rotten Fruits & Vegetables Using Transfer Learning – User Journey Map:

	Entice	Enter	Engage	Exit	Extend
Steps	Hears about smart sorting system Sees demo at a market or online	Opens system/web app Signs up / logs in	Uploads or captures images System processes image Views heatmaps	Views AI prediction: Fresh/Spoiled/Uncertain Downloads/shares result	Implements feedback Applies corrections Shares feedback
Interactions	Talks to co-op, sees ad Visits demo booth or WhatsApp link	Uses web/mobile app Uploads via camera or gallery	Uses model, receives heatmaps Engages with prediction interface	Gets confidence score/tags Shares or downloads result	Connects to sale/storage apps Submits feedback to devs
Goals & Motivations	Wants easy spoilage detection	Wants quick, reliable setup	Needs real-time accurate results	Wants to act on results confidently	Wants to optimize operations
Positive Moments	Realizes it's time-saving	Smooth signup, easy use	High prediction accuracy	Matches physical spoilage	Boosts confidence and savings
Negative Moments	Skeptical about AI reliability	Connectivity/upload issues	Mislabeling of good produce	No next-step clarity	Lack of learning feedback
Areas of Opportunity	Create intro demo/video	Add offline/low-data mode	Show reasoning + confidence	Enable result review/comments	Use feedback to retrain model