	Scenario: [Existing experience through a product or service]	Entice How does someone become aware of this service?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
	Experience steps  What does the person (or people) at the center of this scenario typically experience in each step?	Users discover the model through agricultural forums, research papers, Power Bl marketplace, or word of mouth.  They see demo videos, research papers, or case studies showcasing its benefits.  Webinars, workshops, or farm-tech conferences introduce them to predictive analytics in agriculture.	Users install or access the model in Power BI.  They import datasets (weather, soil conditions, past yield data).	Users run the model to generate plant growth predictions based on input data.  They analyze key influencing factors such as temperature, soil quality, and rainfall.  They compare different scenarios (e.g., varying fertilizer amounts, different climate conditions).  They adjust model parameters to fine-tune accuracy.  They visualize insights through Power BI dashboards and reports.	Users generate reports summarizing predictions and insights.  They share findings with farm managers and agribusiness stakeholders.	Users monitor long-term accuracy of predictions.  They refine models by adding new datasets or advanced features for improved forecasting.
	<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects do they use?</li> </ul>	People: Farmers, agronomists, researchers, Power Bl experts  Places: Agriculture expos, online webinars, farming communities, Power Bl documentation.  Things: Marketing materials, social media ads, blog posts.	People: Power Bl consultants, farm data analysts, agritech specialists.  Things: CSV files, cloud databases, weather station APls.	People: Farmers, agronomists, agricultural economists, data scientists, policymakers.  Places: Power Bl dashboards, farm offices, research institutions, decision-making meetings.  Things: Al algorithms, predictive graphs, soil moisture sensors, satellite weather data	People: Farm owners, supply chain managers, policymakers.  Places: Power BI export tools, management meetings, field testing.  Things: PDF reports, mobile dashboards, decision-making frameworks.	People: Data scientists, Power BI community, agritech vendors.  Places: Online Power BI user groups, agricultural training sessions, innovation hubs.  Things: Feedback forms, predictive accuracy reports, model retraining options.
<b>3</b>	Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Understand how data can help improve plant growth predictions.  Find a tool that integrates with existing agricultural data sources.  Identify whether the model is easy to use and beneficial for decision-making	Ensure data is correctly imported and structured.  Set up the dashboard for accurate plant growth predictions.	Identify key factors affecting crop growth and yield.  Optimize resource allocation (water, fertilizers, pesticides) for cost savings.  Make data-driven decisions to improve farming efficiency.  Make data-driven decisions to improve farming efficiency.  Ensure sustainable agricultural practices by reducing waste.  real-world results.	Ensure insights are actionable for better farm management.  Share findings with relevant teams for collaborative decisionmaking.	Continuously improve prediction accuracy.  Stay updated on new Power BI and Al-driven features.  Learn from past data to enhance future yield predictions.
	Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excitement about using Al for farming.  Clear success stories showing increased yield.  Finding a free demo or easy access to the tool.	Easy integration with Intuitive Power Bl existing datasets. visualization tools.	Seeing accurate growth trends that align with past observations.  The ability to experiment with different variables and get immediate feedback.  The ability to experiment with different variables and get immediate feedback.  The ability to experiment with different variables and get immediate feedback.  The ability to experiment with different variables and get immediate feedback.  feedback.	Seeing clear, actionable insights from the model.  Successful implementation leading to improved crop yields.	Seeing long-term improvements in users to share best forecasting accuracy.  Connecting with other updates that make the practices.  The provided in the provid
	Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lack of clear setup instructions.  Confusion about data complexity of Power BI.	Difficulty in formatting and cleaning agricultural data.  Challenges in understanding Power Bl's data model structure.	Unavailable or incomplete data leading to unreliable predictions.  Model errors due to incorrect parameter inputs.  The complexity of interpreting advanced analytics for nontechnical users.  The complexity of interpreting advanced analytics for nontechnical users.  Delayed processing times when running large datasets.  Lack of real-time updates for fast-changing environmental conditions.	Reports being too complex for some users.  Difficulty in linking Power BI insights to on- field actions.	Lack of ongoing  Slow learning curve for advanced Power Bl improvements.  Of data.  Slow learning curve for advanced Power Bl features.
	Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?	Create step-by-step video tutorials.  Offer a simplified setup wizard.  Provide case studies from different crop types.	Provide automated data preprocessing tools.  Offer an interactive Power BI onboarding guide.	Implement Al-driven recommendations to handle missing or incomplete data.  Offer automated alerts when anomalies are detected in predictions.  Provide simplified dashboards for non-technical users.  Improve model processing efficiency for large datasets.  Integrate real-time weather and soil data for dynamic updates	Provide a simple "Key Takeaways" summary in reports.  Develop mobile-friendly report viewing.	Offer periodic training sessions and community discussions.  Enable auto-updates for predictive models.
Product Scho						See an example