| | 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? | Social media ads | Email campaigns | Webinars | Signup Process | Dashboard Setup | Checking live data | Comparing trends | Custom alerts | Community sharing | Expert consultation | Reviewing Benefits | Unsubscribing | Referring friends | Upgrading plan | Attending webinars |
| | | Word of Mouth | Free trial offer | Community forums | Tutorial Videos | Mobile App Access | | | | | | Downgrading Plan | Provising Feedback | Advanced Analytics | Community leadership | Integrating more data |
| | Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? | Viewing ads | Reading Emails | Attending Sessions | Registering | Configuring Preferences | Viewing dashboards | Analyzing past data | Receiving notifications | Engaging with farmers | Chatting with advisors | Assessing Value | Cancelling Service | Inviting users | Selecting premium | Joining sessions |
| | Places: Where are they? Things: What digital touchpoints or physical objects do they use? | Referrals | Signing Up | Reading user discussions | Watching Guides | Downloading App | | | | | | Change Subscription | Filling Surveys | Exploring deeper insights | Becoming mentor | Adding new sources |
| | Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Awareness about dashboard features | Understanding benefits | Learning real- world use | Quick and Easy Access | Customization Options | Making informed decisions | Predicting farm conditions | Staying updated | Learning from peers | Getting expert advice | Justifying ROI | Adjusting Budget | Earning rewards | Unlocking features | Advanced learning |
| | | Trust recommendations | Hands-on experience | Learning from others | Understanding Features | Access on the top | | | | | | Evaluating Alternatives | Improving Service | Maximizing yield | Contributing knowledge | Expanding dataset |
| | Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Attractive UI in ads | Clear, concise info | Expert insights | Seamless Onboading | Easy Setup | Real-time insights | Actionable trends | Timely warnings | Knowledge exchange | Tailored insights | Positive Results | Flexible Options | Incentives earned | More insights | Expert knowledge |
| | | Peer validation | No risk involved | Active discussions | Clear Instructions | Easy Mobile Use | | | | | | No Hidden Fees | Being heard | Predictive insights | Personal brand | Better predictions |
| | Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time consuming? | Lack of explanation | Emails may go to spam | Timing issues | Leanghty Form Filling | Confusing Steps | Data lag issues | Difficult UI navigations | Too many/ irrelevant alerts | Low participation | Device compatibility | ROI not Clear | Confusing pricing Plans | No referral tracking | Cost concerns | Time constraints |
| | or time-consuming? | Skepticism about data | Limited trial features | Overwhelming info | Long Tutorials | Long Wait Times | | | | | | Confusing Pricing Plans | Difficult Exit Process | Overwhelming complexity | Limited engagement | Manual data input |
| | Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Provide short term videos | Improve email targeting | Provide recorded sessions | Simplify Registration | Improves app experience | Ensure high- speed data refresh | Improve data visualization | User-controlled alert settings | Gamify engagement | Al-powered recommendations | Provide ROI Calculator | Transparent Pricing | Win Back Campaigns | Better Referral Tracking | Flexible Payment Plams |
| Product Scho | | Showcase success stories | Extend trial period | Pin important discussions | Optimize data processing | Improves FAQ structures | | | | | | Easy Cancellation Policy | Implement Feedback Based Improvements | On-Demand Webinar Access | Step-by-Step Guides | Automate data sync e |