

Scenario	Entice	Enter	Engage	Exit	Extend
<p>A poultry farmer or veterinary student uses the mobile app to diagnose poultry health issues and receive treatment suggestions.</p>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<p>Steps</p> <ul style="list-style-type: none"> . capture Image . upload the image through the app interface. . AI model process the image & detects disease (e.g. Coccidiosis, Salmonella, etc) . Result show as: Healthy/Disease Name. . Treatment Suggestion. . Feedback/Review 	<div> <div>Capture image</div> <div>Upload to app</div> <div>Model prediction</div> <div>View Result</div> <div>Treatment Suggestion</div> </div>	<div> <div>User download or opens the app from play store</div> <div>Sees a welcome screen</div> <div>Explores the app features</div> <div>Taps on the upload image section to begin diagnosis</div> </div>	<div> <div>User uploads the image of a chicken showing signs of illness</div> <div>App runs the AI model to detect the disease</div> <div>Prediction result is displayed: Healthy/Coccidiosis</div> <div>Confidence score is shown</div> <div>Treatment suggestions</div> </div>	<div> <div>User finishes viewing the prediction result</div> <div>Receives treatment advice or precautions</div> <div>Option to save/share results or take screenshot</div> <div>May be prompted to rate or give feedback</div> <div>Closes the app or explores other features</div> </div>	<div> <div>User receives a follow-up notification or tip</div> <div>App may recommend prevention tips or healthy guides</div> <div>Past results are saved in profile</div> <div>User may return to the app to check another chicken</div> <div>Personalized suggestions for future health care may appear</div> </div>
<p>Interactions</p> <p>What interactions do they have at each step?</p> <p>People: Other farmers, family</p> <p>Places: Farm or Home</p> <p>Things: Colab notebook, Flask ,Mobile phone, app store.</p>	<div> <div>what interactions do they have at each step?</div> <div>Phone,Camera</div> <div>App interface at all steps</div> <div>Feedback form or suggestion box for tool updates</div> </div>	<div> <div>Touch interactions with the mobile app</div> <div>Navigate through menus or buttons</div> <div>May view a short tutorial or image upload instructions</div> <div>Uses phone's file browser or camera to select image</div> </div>	<div> <div>Image input through camera or gallery</div> <div>Backend AI model processes the image</div> <div>Result screen with disease name + treatment steps</div> <div>Possibly scrolls or taps for more details</div> <div>Option to connect a vet or read FAQs</div> </div>	<div> <div>Taps "Back" or "Finish" on result screen</div> <div>May scroll through treatment advice</div> <div>Sees feedback/review popup</div> <div>App might send a follow-up notification later</div> <div>Might exit app after screenshot or reading result</div> </div>	<div> <div>Push notification from app</div> <div>Re-opening the app from time to time</div> <div>Viewing past predictions</div> <div>Clicking on prevention or disease awareness content</div> <div>Sharing the app with friends/family</div> </div>
<p>Goals & Motivations</p> <p>At each step, what is their goal?</p> <p>. "Help me identify the disease quickly"</p> <p>. "Help me avoid spreading infection to other chickens"</p> <p>. "Help me understand the symptoms and seriousness".</p> <p>. "Help me trust the result before giving treatment".</p> <p>. "Help me save vet costs and reduce chicken deaths".</p>	<div> <div>Help me identify the disease quickly</div> <div>Simple image upload experience</div> <div>Accurate Predictions</div> </div>	<div> <div>Helps me understand what this app does</div> <div>Help me use it easily without confusion</div> <div>Help me trust this before I share private images</div> <div>Help me get a diagnosis with minimal effort</div> </div>	<div> <div>Help me get an accurate diagnosis right now</div> <div>Help me know what this disease means</div> <div>Help me understand how serious this is</div> <div>Help me act fast to save my chickens</div> </div>	<div> <div>Help me remember what steps to take next</div> <div>Help me act on the advice even after leaving the app</div> <div>Help me feel confident that the issue is manageable</div> <div>Help me share this with others</div> </div>	<div> <div>Help me prevent this from happening again</div> <div>Help me track my poultry health over time</div> <div>Help me build trust with this app for future use</div> <div>Help me feel supported even after the result</div> </div>
<p>Positive Moments</p> <p>What steps are enjoyable, exciting, or productive?</p> <p>. Fast and easy detection from mobile</p> <p>. Simple image upload experience</p> <p>. Accurate predictions from the AI technical skills.</p> <p>. Useful treatment advice in-app</p> <p>. Helpful reminders and follow-up tips.</p>	<div> <div>Add offline mode for image prediction</div> <div>Support Telugu and regional languages</div> <div>Connect to local veterinarians through the app</div> </div>	<div> <div>App is simple to use, no sign-up required</div> <div>Clear labels like "Upload" and "View" "Result" build confidence</div> <div>Visual icons or onboarding guide makes it beginner-friendly</div> <div>Quick start = saves time in emergency situations</div> </div>	<div> <div>Fast and accurate result builds trust in the app</div> <div>Confidence score gives user clarity & belief</div> <div>Clear disease name+ image+ symptom info = easy understanding</div> <div>Immediate treatment advice saves time & prevents panic</div> </div>	<div> <div>Feeling relieved after getting a clear result</div> <div>Gratitude for easy advice at no cost</div> <div>Motivation to care better for poultry in future</div> <div>Happy to find a simple tech solution in rural setting</div> </div>	<div> <div>Surprise & delight from personalized care tips</div> <div>Learns something new about disease prevention</div> <div>Gets used to using tech in daily farming</div> <div>Feels like the app cares about the chickens future</div> </div>
<p>Negative Moments</p> <p>What steps are frustrating or confusing?</p> <p>. Poor image quality leads to wrong results</p> <p>. No internet, app won't work</p> <p>. Confusion about disease names</p> <p>. App crashes or is low</p>	<div> <div>No immediate error handling if a value is missing</div> <div>Poor image quality</div> <div>Network issue</div> </div>	<div> <div>User may feel unsure what the app actually does at first</div> <div>Confusion if there is no language support</div> <div>No clear instructions on which kind of image to upload</div> <div>User might worry about data safety or prediction accuracy</div> </div>	<div> <div>Image may be rejected due to poor quality</div> <div>AI model may misclassify or show "Unknown"</div> <div>Too much text = info overload</div> <div>No option to verify result or ask expert</div> </div>	<div> <div>Unsure what to do next if no vet is nearby</div> <div>May forget treatment advice after closing the app</div> <div>App closes unexpectedly without saving result</div> <div>Some users skip feedback step due to confusion or hurry</div> </div>	<div> <div>User may ignore or miss the notifications</div> <div>App doesn't track history</div> <div>Lack of new features may make the app boring over time</div> </div>
<p>Areas of Opportunity</p> <p>How might we improve the process?</p> <p>. Add offline mode for image prediction</p> <p>. Connect to local veterinarians through the app</p> <p>. Guide users on how to take a clear photo</p> <p>. Add voice instructions for low-literacy users</p> <p>. Send prevention tips based on past diseases.</p>	<div> <div>Add offline mode for image prediction</div> <div>support regional languages</div> <div>Guide users on how to take a proper photo</div> </div>	<div> <div>Add a short onboarding tutorial</div> <div>Add sample image previews</div> <div>supports multiple languages</div> <div>Give a guest mode to reduce friction</div> <div>provide a "How it works" section to build trust</div> </div>	<div> <div>Add photo quality check before upload</div> <div>Allow second-opinion prediction or"re-check"</div> <div>Add voice-over explanation</div> <div>Ask expert button</div> </div>	<div> <div>Add "Saves as PDF" or "Download Result" option</div> <div>Send follow-up reminder notifications after 1 day</div> <div>Create "Treatment" checklist users can follow</div> <div>Let users share result with vet via whatsapp</div> </div>	<div> <div>create a disease history section to track past diagnoses</div> <div>Send weekly poultry care tips</div> <div>Allow community sharing of tips or questions</div> <div>Include success stories or testimonials from other users</div> <div>Offer seasonal disease alerts</div> </div>