Guided city tours

RAJALAKSHMI V HARI PRASATH.T

PORSELVI.S Muthu Sathish.P

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Visit the website or app — The user should navigate to our website or appl	**Login to the app** — Login to the app by using mail or phone number	**Alert message** — User can get alert when certain soil humidity level reach	**Ensure the yield of the crop** — After the growth of the crop we can Ensure the yield of the crop	**Farming in the user profile** — In the customer profile they can see the data about the field.
Check the weather — The app first check the weather of particular location today	**Check the soil moisture** — Using the app user can soil moisture whether it is dry or not	**Switch on/off** — Using app user can switch on/off the motor anywhere	**Submitting Feedback** — The User can write are view and gives ideas of the app	**Personalized Word** — Farmer should not engage themselves fulltime in the field, they can feel relax by using this application
Check the humidity — The app use hygrometer to measure the humidity	**Humidity of the soil** — App can intimate the result			
	Switch on the motor — If the field is dry we can able to switch on the motor			

Interactions
What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
At the starting the customer will be worried about the process and they will think whether it will be effective	The customer will get to handle application through the person who has the knowledge about that application	they will develop some sort of trust towards the application and will be eager to learn more about the application	They will be able to use the app with our technical assistance	They will have good experience while using this app and they will have productive yields

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
The primary goal of the customer is to understand about the app in depth, for better operation	Initially the growth of the plants can be seen & it provides more hope to use the application	THE GOAL OF THE USER IS TO MAKE CORRECT DECISION BASED ON THE SUGGESTION GIVEN BY THE PRODUCT. / THE MOTIVATION IS TO USE IT OPTIMALLY	THE MOTIVATION IS TO UTILIZE THE PRODUCT TO THE MAXIMUM AND TO GET THE BEST OUT OF IT.	They will expand their usage to other farming application

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Increased quality of production / It saves time and reduce labour cost	CURIOSITY THEY WOULD FEEL CURIOUS IN USING THESE KINDS OF PRODUCT WHICH IS ENTIRELY NEW FOR THEM	EXCITING: THE USER WILL BE EXCITED SEEING THE EFFICIENCY OF THE PRODUCT	HAPPY AND PRODUCTIVE THE USER WILL BE HAPPY THAT THIS PRODUCT REDUCES THEIR PHYSICAL PRESENCE AND PROVIES GOOD YIELD AND PRODUCTION IN AGRICULTURAL FIELD HELPS IN PRODUCTIVITY	They may recommend their positive Feed backs about the app and help people to work with the app

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
In some rural areas the network connectivity was poor / Some people don't know how to use the smart device	Rural People express a bit of fear to use technology			

Areas of opportunity
How might we make each step better? What ideas do we have?

Entice	Enter	Engage	Exit	Extend
provide a simpler information about smart farming	By these technology most literate peoples are ready to do farming			