## Entice

**SCENARIO**

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

How does someone initially become aware of this process?

Talk to neighbours

## 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?

### Steps

What does the person (or group) typically experience?

# puts training

into practice

# independently

### Interactions

compares the possibilities of current

**information needs to be eaisly shared**

**see demos st community center**

instant gratification is important after a large purchase

decision depends on community and family support

increasing global population

iinformation provided at demo

impacts on environment

interaction with salesman at demo

final sales,purchase process

training programs, independent,reference materials

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

information that can be shared with others

**People:** Who do they see or talk to?

**Places:** Where are they?

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

### Goals & motivations

expectation on content

potential user who know about the service

Learning

Receive training and support as needed

complete purchase

preferences for completing sources of information

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

setting criteria for final purchase decision

### Positive moments

Excitement

building excitement,interest

accomplished proud

empowered

aware of estimate at the moment

customer who have used more number of times

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

Interested

### Negative moments

nervous and made of doubt

difficult to customer to train others

some information was confusing

information was'nt clear the first time

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

conversation planner

Agricultural economist

nanotechnology

agronomy the science and technologyof producing

Information needs to be eaisly shared outside demos & workshops

busy, overwhelmed, conflicted

family doubt over investment

lack of financing opportunities



### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

# legume rotation

agriculture engineer