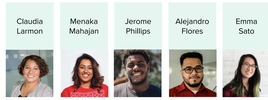
FAIRPLANE

Guided city tours

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



SCENARIO

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

Entice

How does someone initially become aware of this process?

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?

- Enroll the farmers
- Visit the application
- Check the Temperature humidity
- farmers must be enrolled in a user program for gaining knowledge about sensors and application
- Each farmer must know about the application and IoT Benefits and Access the application
- This application initially checks the above-mentioned parameters.
- user must register and login
- Check the Soil Moisture
- check the temperature and humidity of soil
- power status of water pump
- The user should login to the app by using mail or phone number
- Soil moisture sensors measure or estimate the amount of water in the Soil.
- These sensors can be stationary or portables such as handheld probes.
- provide high irrigation efficiency by supplying proper amount of water to every area of the field
- Alert message
- status of the required constraints
- Users can get alert level when it reaches a particular moisture level.
- It updates soil moisture and temperature and water are passed accordingly.
- Ensure the yield of the crop
- overall readings of sensors
- After the growth of the crop we can Ensure the yield of the crop
- farmers will be able to view the overall sensor readings at the end of the day.
- Understand the situation in the field
- Personalized work
- overall readings of the sensors are displayed
- Work efficiency and reduced man power

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?

- User login page.
- Users inform about the crop they want to plant.
- Our technical support team will adjust moisture data accordingly.
- Displays temperature and humidity data along with soil moisture data.
- Once the soil moisture level and the temperature level is below the required level of the crop water pump is turned on.
- Smart farming can make agriculture more profitable for the farmer
- the system includes the integration of sensors and tying the sensor data to the analytics driving automation and response activities
- Smart farming reduces the ecological footprint of farming.
- This would enable farmers to monitor crops and maintain water levels from anywhere.

Goals & motivations

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

- easy to access for any time and any where.
- economic and environmentally-based motivations of farmers are perceived as equally important.
- Advances in machinery have expanded the scale, speed, and productivity of farm equipment.
- Data collected on farm can be used to assist decision making in relation to crop nutrition, crop protection and product application.
- Farmer to get important information about the amount of soil and the levels of water, sound, humidity, and temperature of your environment.
- Atlast in the result which Help me to see what I've done before
- Decreasing resource inputs will save the farmer money and labor, and increased reliability of spatially explicit data will reduce risks.

Positive moments

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

- Increases Quality and Quantity of production
- On the positive side, this system helps in reducing overall manpower and managing time efficiently.
- Excitement about the purchase This is a free application!!
- Modern Technology has made water supply simple and efficient
- Nowadays people are busy with daily activities so full automation is possible with IoT.
- People love to access remotely, we have about 95 percent Satisfaction.
- Sensor readings are made available in this application so water level can be easily maintained
- We think people like these recommendations because they have an extremely high engagement rate

Negative moments

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

- People sometimes forget their login criteria.
- People express a bit of fear, on working of a system.
- In places where internet connections are frustratingly slow, smart farming will be an impossibility.
- If where we have mass crop production, it is difficult to operate this farming method.
- smart farming makes use of high techs that require technical skill and precision to make it a success.
- Even finding someone with this technical ability is difficult or even expensive to come by, at most.
- There is an issue where the machines used in smart agriculture can impact the environment in a negative manner.
- Since technology involves a lot of machines, there are chances where the data might get wrong at times.

Areas of opportunity

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

- Providing a list of crops in a region wise manner
- everytime user must contact support for adjusting moisture data but from the list available user can update the soil moisture level.
- By this technology most of the population will shift from manual farming to automated farming.