SCENARIO Browsing, booking, attending, and rating a local city tour Steps Interactions

What does the person (or group) typically experience?

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

How does someone initially become aware of this process?

News about Agricultural issues other farmer friends The user looks out suggestions from the other farmer friends for the best solution



Installation of sensors at specific location is carried

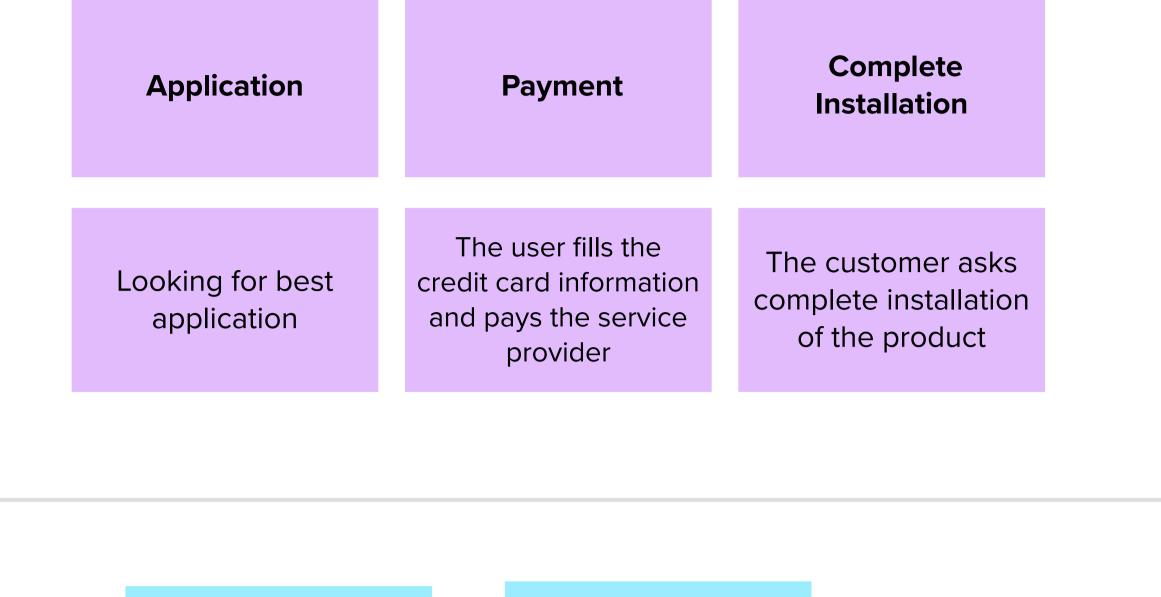
s displayed to the

Enter

What do people experience as they begin the process?

of the product is

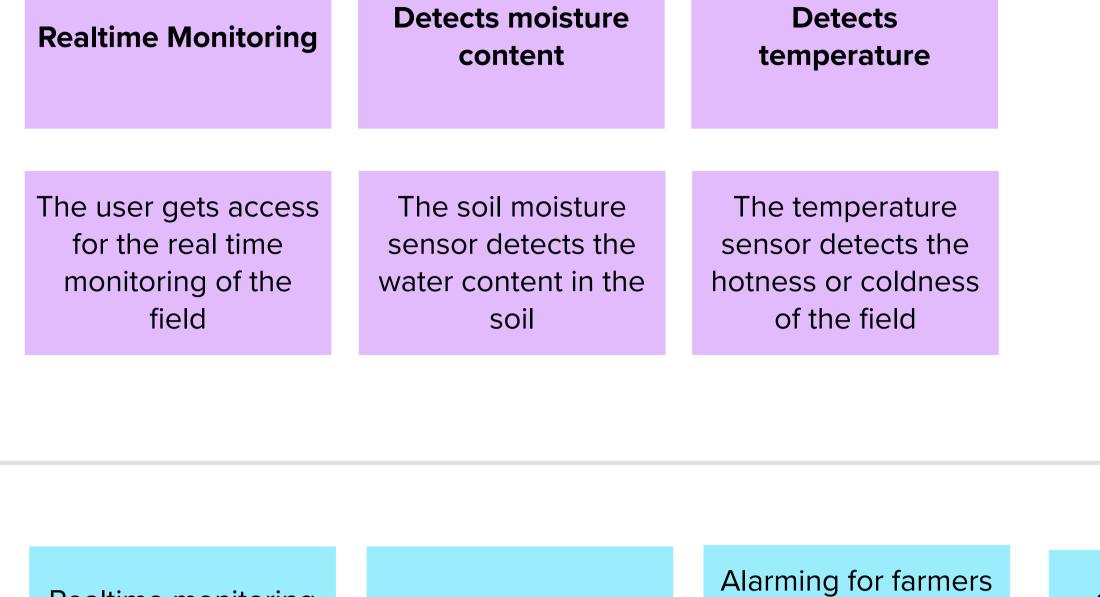
done





Engage

In the core moments in the process, what happens?



of status of the sensors

Alarming for farmers notify about the water level management

Soil erosion can occur due to insufficient of water

the sensor status

Safety check

The user asks for the safety check and the

working condition of product in case of any

issues

Review request from the service pr



At each step, what is a person's

Goals & motivations

primary goal or motivation? ("Help me..." or "Help me avoid...") environmental disasters

and accuracy of field evaluation

level of precision

and secure about realtime monitoring of the field

about the soil system

Help me spread the word about Smart agriculture system

Exit

What do people

typically experience

as the process finishes?

Help me to see which areas must be monitored carefully

Recommendation fo

increased

precautionary

measures

Extend

Past detection

The detection gets stored in the past data of the system

Past detection data

is stored

Farmers recommend to the

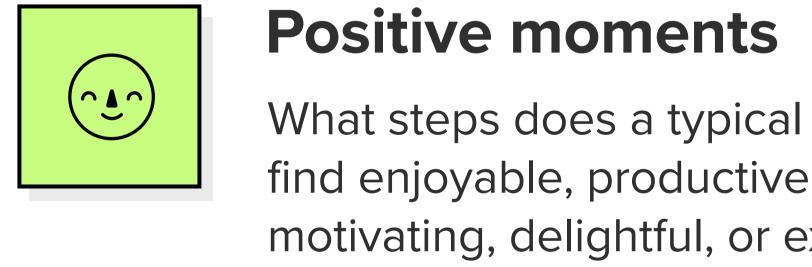
neighbour farmers about the advantages of the modern

agicultural methods and app use

for smart farming

What happens after the

experience is over?



What steps does a typical person find enjoyable, productive, fun,

motivating, delightful, or exciting? **Negative moments**

What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

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

existed about the innovation of modern agricultural technology

Initially the farmers are

They find difficult to switch from hardware to software application

app

Understanding and learning process is quite challenging

Farmer feels that he also

entered into the modern

technology world

Making them to understand about the future plans and

They will find the app costly and having trust issues on spending money

Arranging live classes for

farmers to explain about

learning processor

features of app

While the farmers engage in modern agriculture, he will aware of modern

technologies and how to use the app

Difficulty in managing physical as well as software application

Farmers will get to know

developments in

agriculture totally

about the innovation an

If former find it challenging, then assistance is needed for them

