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

Larmon

Mahajan

Jerome Phillips





typically experience?

**Guided city tours** 

# Entice

How does someone initially become aware of this process?

We will do digital marketing through online using advertisement

We will reach the customer and ask their problems in farming, if their problem suits our application we will provide efficient solution

about our application to customers and make easier way of farming



# Enter

What do people experience as they begin the process?

> We willl give guidelines to custome about our application

handle application

through the person who has the knowledge about the application

The customer will learn about our application and they

weather for routine days



# Engage

In the core moments in the process, what happens?

By using this application soil moisture and weather monitered , irrigation can be

They will develop some

sort of trust towards the

application and will be

eager to learn more about the application



## Exit

What do people typically experience as the process finishes?

with the help of our

technical assistance

By using irrigaton,,productivity yield will be higher

by using this application, wastage of water will be lesser as ccccompered to other irrigation system

There will be no soil erosion and wastage of water



What happens after the experience is over?

> Farming in the Personalized user profile

work

In the customer Farmer should not

profile they can see the data be present all time in the field ,they about their field can get free time

They will have good experience while using this app and they will Have good production

Interactions

Steps

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

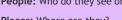
What does the person (or group)

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

Places: Where are they?

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





## Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") lower the productivity loss and to make farming easier

The primary goal is to

Initially the growth of the plants can be seen & it provides more hope to use the application

They will compare the growth and production before and after the use of application

positively they

will learn the app

They will be satisfied with the outcome and will not make their decision of using this app

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?



### At frst there will be excited to see on how the technology works

they will be aware of many new techniques

They will get to know about the tremondous developments in agriculture

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?

And once if they trust and have enough budget they will buy the app and the learning process is challenging



Their will be hard and understanding



Areas of opportunity

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