

Guided city tours

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

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Browsing, booking, attending, and rating a virtual 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?

<div>Steps</div> <div>What does the person (or group) typically experience?</div>	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		We will give guidelines to customer about our application		The customer will learn about our application and they know how to learn		By using this application soil moisture and weather monitered , irrigation can be done effectively		By using irrigaton,,productivity yield will be higher		by using this application,wastage of water will be lesser as eccomperened to other irrigation system		Farming in the user profile		Personalized work	
	We will provide knowledge about our application to customers and make easier way of farming										There will be no soil erosion and wastage of water				In the customer profile they can see the data about their field		Farmer should not be present all time in the field ,they can get free time	



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?

Sign up and sign in page for the users

The customer will get to handle application through the person who has the knowledge about the application

Weather forecast show the weather for routine days

They will develop some sort of trust towards the application and will be eager to learn more about the application

They will use this app with the help of our technical assistance

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



Goals & motivations

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

The primary goal is to lower the productivity loss and to make farming easier

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

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

positively they will learn the app technology

They will get to know about the tremendous 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?

At first they will find the app cost and

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

The learning process is not easy for every one the understanding capacity differs

Their will be hard learning process and understanding



Areas of opportunity

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

this application can be used in terrace gardening and farming

Customers will come to know about the tremendous growth in agriculture