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

Larmon

Guided city tours



Entice

How does someone initially become aware of this process?



marketing through 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

The customer will learn about our application and they



Engage

In the core moments in the process, what happens?

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



Exit

What do people typically experience as the process finishes?

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

Interactions

Steps

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

What does the person (or group)

typically experience?

People: Who do they see or talk to?

Places: Where are they?

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



handle application through the person who has the knowledge about the application weather for routine days

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

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





positively they will learn the app 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?

