**F A I R P L A N E**



Guided city tours

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



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# Entice

**SCENARIO**

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

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?

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

By using irrigaton,,productivity yield will be higher

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

We will do digital marketing through online using advertisement

**Steps**



By using this application soil moisture and weather

monitered , irrigation can be done effectivetly

The customer will learn about our application and they know how to learn

We willl give guidelines to customer about our application

Personalized work

Farming in the user profile

What does the person (or group) typically experience?

There will be no soil erosion and wastage of water

We will provide knowledge about our application to customers and make easier way of farming

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 by using this application

## Interactions

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

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

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

Weather forecast show the weather for routine days

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

Sign up and sign in page for the users

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?

## Goals & motivations

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

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

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

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



## 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

They may recommend their positive feed backs about the app and help people to work with the app

know about the

tremondous

developments

in agriculture

Their will be hard learning process and understanding

## 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 will have trust issue

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

## 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