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| SCENARIO | Entice | Enter | Engage | Exit | Extend |
|---|--|--|---|--|--|
| Browsing, looking, attending, and rating a local city tour | How does someone initially become aware of this process? | How do people experience as they begin the process? | What do people in the core moments see? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| Steps What does the person (or group) typically experience? | How the website or app is designed The user's initial search for a tour Check the weather Check the location Check the itinerary The app that tracks the location of previous locations The user's experience on the app | Login to the app Check the list of tours Choose the tour The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour | What do people in the core moments see? The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour | The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour | The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour The user's initial search for a tour |
| 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/Log in page The user's initial search for a tour | Weather Forecast Shows the weather for routine days | It shows the Temperature and humidity of the field | Customer's email (website like Gmail) "Leave a feedback" modal window within the profile on the website, iOS app, or android app | Completed navigation The user's initial search for a tour |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me avoid...") | Help me get the best experience Access from anywhere at any time | Help me understand our Land Field and Climate conditions Remotely we can access the motor switch | Help me feel confident about where to go and spend time in other work | Help me to see what could be doing next | |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Increased quality of production A more efficient and effective way to work | Positive Technology use More efficient and effective way to work | | People love to receive the feedback, we have a 5/5 satisfaction rating | |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | In some cases, the network connectivity may be poor Some people don't know how to use the smart device | Rural people express a lot of fear to use the technology | | | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Provide a simpler information about smart farming | By these technological ideas, people are ready to learn | | | |

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