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

Estimate the crops yield using data analytics

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

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**SCENARIO**

**Farming, browsing, website, data analytics**

# 

**Steps**

**Start the**

**consultation**

**View detail on the land**

**Analyzing the specialists**

**Choose a area, length, soil**

**Visit website or app**

**FARMING**

What does the person (or group) typically experienc

After the confirmation and proceed further

Farmers who are indulged in productivity can utilize this effieciently

A customer while browsing will meet our website

The customer selects the type of soil and further data

The customer booking an appointment from the specialist

The specialist or agriculturist reviewing the piece of land in online

## Interactions

The guide makes first appearance at this point, although the customer doesn't interact with them yet.

Agricultural section of the website, iOS app, or Android app

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Customer section of the website, iOS app, or Android app

Farming land section of the website, iOS app, or Android app

Farming booking section of the website, iOS app, or Android app

What interactions do they have at each step along the wa

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

**Places:** Where are they?

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

## Goals & motivations

Help me proceed with the new method

Help me understand what this method is all about

Help me see what they have to offer

Help me avoid meeting loss in production

Help me have learn more about my land

Help me get a good advice on land

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

**Excitement about the production**

### **Its reassuring to read reviews written by past customers**

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Having a good production of crops

Its good to learn more details about the land and the weather condition

### ("Good yield")

Trepidation about the purchase

### ("I hope this will be worth it!")

### People express a bit of fear of commitment at this step

Several people expressed information overload" as they browse

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

### How might we totally eliminate this awkward moment?