## Scenario **Entice** Exit **Extend Enter** Engage Estimation of crop How does someone What happens after the What do people What do people In the core moments yield using experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? data analytics People can become Through television Software aware through Rectification Logout Dashboard advertisements Maintenance Social media What does the person (or group) typically experience? Login using mail Id If new user create a User can enter the website new account Using Visualization, Different user can analyze and Through If there is an any Users are used to interpret the insights o Visualization are Mails can be send Newpapers, negative feedback, Feedback survey Rate their available magazines that can be rectified experience Interactions Keep updating the Through What interactions do they have at Questionare data visualizations advertisements each step along the way? Survey **User friendly** and charts **Connect through** Keep farmers updated **User interact with** landing page with google account on data-driven decision People: Who do they see or talk to? products or services guide notes making process **User can interact** Places: Where are they? and share their Users can ask and Things: What digital touchpoints or comments clarify their doubts physical objects would they use? **Goals & motivations** To provide the At each step, what is a person's Help me to provide To Update Visualization time Help me to create Goal: Help to monitor Help me to create Help to track the Easy Login and report in the user More productivity the interactive primary goal or motivation? the realtime user friendly To Spread this to the help center accurate expenses understandable and profitability **Logout methods** dashboard to time climatic conditions account setting materials ("Help me..." or "Help me avoid...") maximum number o format peoples **Positive moments** No need to analyze Analytical insights on Interactive and User thousands of acres of What steps does a typical person expenses, inventory and foot, it can be digitalize friendly dashboard find enjoyable, productive, fun, crop growth **Customers will** the whole process **Easy for customers** enjoy the user motivating, delightful, or exciting? Data reports are More updates in to login and logout friendly software clean, understandable farming and easy to interpret **Customers will be** happy about tremendous crop production results **Negative moments** What steps does a typical person If there is no network **Customer feel** Invalid login Many people will not connection or slow Thought of it will be find frustrating, confusing, angering, frustrated if it takes **Negative comments** credentials know if it is not network it talks more more time to login high or exceed the costly, or time-consuming? time to load the spread to maximum budget visualization charts Areas of opportunity By visualizing the How might we make each step results the user can Increases crop Make verification Improves food Increases Improvement in Increases quality better? What ideas do we have? much easier quality customers What have others suggested?