\longrightarrow **SCENARIO** Browsing, booking, **Entice Exit Enter Extend** Engage attending, and rating a local city tour How does someone What do people What happens after the What do people In the core moments 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? Steps Ploughing Manuring optimizing the resources Deep plowing Quality and Suitability ploughing Land and labour culture rotation Sowing Need assessment What does the person (or group) lowering of food cost On- farm trails assessment typically experience? Irrigation and harvesting Heat treatment levelling Adding manures Extensions Interactions climate change Environmental health Sources and collections Crop operations system perspective select operations Header informations Model development Segment target What interactions do they have at each step along the way? People: Who do they see or talk to? Weeding Environmental Water retention Places: Where are they? Harvest quality Create intractive assignments programs Things: What digital touchpoints or physical objects would they use? **Goals & motivations** decision making Requires advance traditional system Commercial system Farm and crop Managing process Consolidate social support Concern and control Intrinsic motivations development resources At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") External Semi-commercial motivations Re-package **Positive moments** Entice-low usage of Fertilizer Advanced adoption Management Live stock system Cropping system Nutrient Initial adoption water Decision making records What steps does a typical person water reports find enjoyable, productive, fun, motivating, delightful, or exciting? Mixed system Weed insect **Negative moments** Manpower and animal forces Smart sytems Usage of simple Climate change Biodiversity change Organic farming Organic manual Smart devices What steps does a typical person Crop rotation Intreatment of seeds tools find frustrating, confusing, angering, costly, or time-consuming? Food insecurity Areas of opportunity Transportation production better? What ideas do we have? What have others suggested? Selection of raw