**Crop yield**

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**Estimation of crop yield**



Crop yield

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**SCENARIO**

**Browsing, Choosing crop, recommendations, and rating the overall experience of cultivation**

# Entice

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?

**Steps**

**Personalized crop suggestions after harvest**

**Personalized ideas for crop protection**

**Crop recommendations**

**Writing & submitting feedback**

**Prompt for feedback**

**Hit the completion**

**Experience**

**harvesting**

**Tips for more crop yield**

**Start the process for cultivation**

**Email confirmation**

**Start asking suggestion for crop variety**

**Give complete farm field information**

**View detail on a single crop**

**Browse available crops**

**Choose a soil type, season, and area**

**Visit website**

What does the person (or group) typically experience?

A farmer navigates to the crop section of our website .

The farmer types a soil type, seasons, and the area where the crops are to be cultivated.

The farmer browsers availability of crop varieties that could be cultivated. customer sees available tours for their dates, city, and number of people.

After seeing a particular crop that interests them, the farmer clicks or taps to view more. They see information about the crop in detail such as budget, demand etc.

Register with details about the crop field such as field area, seasons, soil type etc.

After deciding to do choose the appropriate crop variety, they click the Confirm button

An email immediately sends to confirm their provided details about the farm field

Farmer start the process for harvesting in his own field .

Some crop growing tips are given to farmers for high production

The farmer follows the given suggestions from the application and typically take a period of time for crop yield.

The farmer can click the completion button after the cultivation is completed

After completion of a crop yield for a particular season, the farmer can click the feedback button for giving feedback.

The farmers writes a feedback and gives a rating out of 5.

Crop recommendations that suggest the farmer to which crop in this field

The best way to protect crop damage or by incorporating integrated pest and insect management which to minimize crop damage

It’s key for farmers to practice crop rotation as part of a strategy for crop yield, planting a alternative crop help’s diversifying that demands placed on the soil

## Interactions

Write your own experience about cultivation on the website

Recommendations based on crop across website.

Post-selection ideas for more yield are given through website

Suggestions for high crop yield are given to farmers even though there is no direct interaction

Crop selection using the website

Crop section of the website

Some recommendations are taken from the farmers

Direct interactions with the system

“Give your feedback” button is given within the website.

Farmer’s email (software like Outlook or website like Gmail)

Interact with the system and get the best ideas

Farmers start the agri-works as soon as the suggestions are given

Farmer's email (software like Outlook or website like Gmail)

Payment overlay within the website

Registration within the website

What interactions do they have at each step along the way?

An indirect way of communicating with other farmers as the system makes the common ideas visible

The farmer looks for the best suggestions

Depending on the farmer recommendations or queries can be involved

Most common objects farmers interact with farmland are seeds fertilizers and pesticide.

**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 see ways to enhance my new way of cultivation

Help me see what process I could be doing next

Help me spread the word about a high crop yield or provide watch-outs and feedback for one that was not so good

Help me see what process I have completed before.

Help me make sure I choose the right crop so that I don't waste money or get disappointed

Help me understand what crop is best for the soil type and season

Help me to complete crop yield with a good feed and with no awkwardness

Help me make the most of my cultivation with new suggestions or idea

Help me feel good about my decision to take up the suggestion and to feel satisfied

Help me feel confident about which crop is the best for the season and demands

Help me feel confident that my selection of crop is finalized

Help me get through this process part without too much hassle

Help me commit to going on this process of cultivation

Help me avoid crop wastage and loss

Help me to learn new things during my cultivation

Help me to find the best crop for the season

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

We think people like these recommendations because they like to get an extremely high prediction rate

## Positive moments

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

Guidelines and explanations are interactive to view and follow

It will make an interesting way of finding suitable yield through various varieties

It's reassuring to red reviews written by past users (farmers)

Excitement about the website results

Website can be used without any payment

Guidelines and explanation are interactive to view and follow

Our guidelines tends to be so good that people were able to use the website

Farmers seems to be satisfied and people like to use interactive websites

Crop may not be favorable in certain growing conditions.

most valuable crops on biggest fields every year, so may not profit as much during periods when they are growing a different type of produce that has lower market value.

An area's climate affects the types of plants that can grow there. Plant growth is dependent on precipitation and temperature.

## Negative moments

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

Factors affecting yield of crops that are technological, biological(diseases,

insects, weeds) and

environmental(climatic

condition, soil fertility, water quality, etc.)

Causes low yield in agriculture(i,e)Non-availability

of seed, fertilizer and irrigation are other reasons for delayed sowing of crops

Using advanced climate and agriculture models, scientists found that the change in yield

in due to projected increases in temperature, shifts in rainfall patterns.

Once the crops hit the soil, it’s important to make sure that they get established well. The block of soil should be covered completely so as to not dry out. Irrigate if conditions are

dry. Immediately apply any sort of frost or pest protection

The biggest issue most of the crops face in terms of pests do not come from soil, So making sure susceptible crops are

safe is a great way to ensure the crop’s success

The major low review rates

for crop production are too

much fertilizer damages the

soil while too little makes the crop

deficient in nutrients. The crops should

be irrigated periodically

Changing weather conditions and other accidents interfere with crop rotation.

Production costs are higher because farmers need more workers.

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don’t follow the suggestions given after the registration, could we give in-between suggestions

Could we able to get different types of crop varieties?

Make it easier to compare and select the best crop for the season without any experience

Provide a simple summary for ease of understanding

Show spotlights or common replies from feedback,

eg: "good suggestion"

How might we make

our recommendations easily understandable?

How might we make it

clear that crop growth

ideas from farmers is appreciated but not

necessary?

How might we get the recommendations from

the farmers?

How might we make the farmers get higher yield and more intensive use of the farmland that increases the productivity

How might we progressively disclose the entire review so that every step feels more uncomplicated?

How might we help

farmers celebrate and

remind things that they

have done in the past?

How might we extend

the suggestion or idea

given after the

completion of the

harvest?

### How might we totally eliminate agriculture wastage?