

Document an existing experience

Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO \longrightarrow Browsing, booking, **Entice Enter Exit** 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 initially become aware typically experience experience is over? experience as they in the process, what of this process? as the process finishes? begin the process? happens? View detail on Fertilizers Registration, Uploading the confirmation images of the via OTP/Emai diseased plant Arrive at UI to upload the image Aware of Usage of Software application Social Media pages Solution to Product of high Field size can be Verify its **Evaluation** diseased new user **Market value** What does the person (or group) their problem quality preprocessing performance increased plants typically experience? The DL algorithm can be used to When a farmer notices that the crops in his field are becoming ill, he After completing registration, the user diseased images A client User start to use the Verification of the After completing registration, the use Browsing to get knowledge on the remedies to cure the When the fter becoming proft
In his plans
the field being
expanded
area A farmer can use crops is When a farmer navigates to rebsites to learn After utilising the application by products are achieved when the will be sent to an interface for he AI programn described as assess the sick becomes user will be done via Email/OTP will be sent to an interface for egistering him as a new user rogramme, evaluate Farmer becomes consistently and that was created. the model's rofitable, market plant disease crops uploading the image. professional of high quality ploading the image value increases. Interactions uploading the picture of the sick leaf to the Smart phones Help to Farmers the website, iOS app, this computers and What interactions do they have at folder designated as model input or Android app Softwares 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? **Goals & motivations** Help me feel good focus on crop Achieving remedy at low Help me to get a solution at low To detect the Crops without Meet rising Food of high diseased crops about my new remedy at low cost earlier and make a At each step, what is a person's things cost solution for it primary goal or motivation? ("Help me..." or "Help me avoid...") Reducing pests **Positive moments** When he can produce a healthy crops diseases What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** when the user's When it results in location does not Climate change and about how it ma afflicted by multiple carry the prescrib What steps does a typical person geographic shifts find frustrating, confusing, angering, costly, or time-consuming?