SCENARIO

Browsing, booking, attending, and rating a local city tour

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
What does the person (or group) typically experience?

Entice			Enter			Engage		Exit		Extend	
To know about crop protection system	Detecting the protection of field land and major financial losses	See demos at community center	Information needs to be shared easily	The cilent gets the whole subtle elements about the system	Uses of scarce resources	Descision depends on community and family support	Easy to access	Safety	Think about possiblities	Do practice	Better performance in crop protection

Interactions
What interactions do they have at 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?

Interaction with sales and demo	Contacting dealer directly for installation	Individuals need to control production	Can set up the technical set up for clients	Simple and understandable	want enough knowledge to know about IOT	Easy to control the system	Impacts on enviroment	Prevent crop damage crop diseases and pests	Get a feedback from the Farmers	Water system will automatically turn on	Independenr and reference materials

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

The customer wants to prevent machineries from animals	Help me to find a new solution	Devices connected by sensors	Help me commit to going on this installation	Expectation on content	Farmers felt relief and inspired by the solution system	More profit

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

Building excitement and interest	Farmers always will be alert	Reduces the manpower	Empowered	Crops and properties are safe

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

Internet facility should be needed to alert message to the owner	Some information was confusing	Individuals require back when they afraid to handle	Quality assurance	Difficult to train uneducated people

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

To know about the new technology	Information needs to be shared easily	Conversation planner	Automatically functionate to prevent crops	plant more crops