Fertilizer Recommendation

SCENARIO

Capturing, visualizing images for fertilizer recommendation

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Start using

application

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?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Helpme..." or "Helpme avoid...")

find enjoyable, productive, fun, motivating, delightful, or exciting? find a plant leaf or app Take a photo of the leaf with the

the ok button,

Email reminder

Feature extraction

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

feel welcomed and pleased about my decision to follow

for both organic and inorganic

the profile area of the website, iOS app, or Android app's

to improve my current issue.

Positive moments

What steps does a typical person

People generally leaves the system with good

Often takes place at the same place where the group met the guide, bu not always

Please make it so I can uninstall the app without feeling embarrassed.

People like looking back on their past

Negative moments

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

Areas of opportunity

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

People express a bit of fear of

the purchase ("I hope this will be

Sometimes people are matched up with tour participants that they don't really like

People describe leaving a review as an arduous process

rates (15% of people review experiences and tours)

Could we A/B test different language to see what changes

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

How might we extend the personal connection to the guide long after the tour is over?