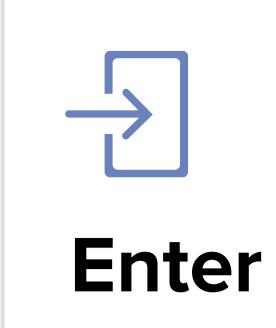
SCENARIO Browsing, booking, attending, and rating a local city tour Steps typically experience?

Entice

How does someone initially become aware of this process?



What do people

experience as they

begin the process?

Understanding how

use

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?

What does the person (or group)

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?

Usually are aware of crop damage Farmers are first able Tend to cultivate to insure themselves crops on other farms against climatic

Social media

News channels

Weather blogs

the monsoon season changes Take preventative measures to prevent crop damage.

Knowing about the climatic changes

Predicted

results helps

them and that

are comes in

blogs

Take help from other farmers on how to

Farmers can discuss rainfall analyses and results with the media.

Interaction

with the farn

A specific location

should be chosen to

Interaction with the weather

forecase officials

The Required

features should be

Interact with neighbour farmers

Various visualizations

should be explored

Interact with weather forecasting experts

Avoid incorrect

breaches

prediction and data

the final result is

compared

Social media

Leave a feedback in customers after sale of social media crops

Future alert should

be given for heavy

rainfalls

for the user to use

in a long run



Goals & motivations At each step, what is a person's

Positive moments

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

primary goal or motivation? ("Help me..." or "Help me avoid...") helps the user in getting accurate rainfall prediction

The crops are

when the yield is

When Productivity is

When quality crops

Profit of crop is High

No crops are wasted the monsoon

Get satisfactory

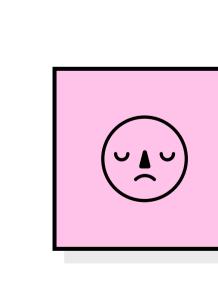
results while

bandwidth

Reliable and Available 24/7 upon user crops

when the sales of crop is high

Increased crop demand



Negative moments What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

when rainfall

happens as

predicted

does'nt fail

Destruction of the

Assurance and guarantee of prediction the product giving is negative

Water logging

customer cannot satisfed with crop quality

When market sale is low

Customer dissatisfaction

Areas of opportunity

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

Skills-building farmer yields

Connecting farmers to the digital

Making the UI more

Less crop yield

other farmland

interactive and a mor visualised webpage was developed

People's issues must be addressed as fast as possible

to the farmer

How to make the rainfall analysis system more efficient?