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?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Extend
asking opinion from neighbours and colleagues	install the app	implement the device	The notification is sent to the mobile app
awareness through seminars	sign up	installing the mobile application	the next task appears
online ads	confirmation	accessing the device through via mobile app	
facing financial crisis due to animal attacks on the field.	create a profile	using the catalogue, implement the device on the field	when a particular task has been completed the user gets a notification as, "it has been completed"
seminars for the betterment of the farmers conducted by forest department and agriculture department	for confirmation OTP will be sent via registered gmail for signing up	interconnecting the connection between mobile application downloaded from the play store and the device present in the field.	the user gets the info about the next task that is gonna happen ahead
finding about our smart crop protection system while surfing through internet	providing personal details then create profile	The sensors senses the level of temperature and humidity. the device sends the notification to the farmer	

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?

Entice	Enter	Engage	Extend
visiting the persons who already implemented or give the idea for the implementation	read the terms and conditions carefully	reporting the current state of the crops to the farmer by 24x7	completed experiences can be shared on the google playstore or the websites for the beneficial of the other user
contacting them through seminars	using the demo video getting information	alerting the farmers through the notification	The user may also interact through the emails with our customer service 'in future'
reading review through online mode and getting clear explanation	accessing the camera and the location	For analytical purpose the current state of the crop stored in the database.	

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

Entice	Enter	Engage	Extend
help me from the attacks of wild animals	primary goal is customer understanding while using this product	to avoid intruding of wild animals	help me to see what i have done before
help me to increase in crop production	learning about the actual device by accessing the modes available in the app	ensure the crops protectivity is at good state	help me to see what I could be doing next
help me to overlook my fields 24x7 remotely	customer satisfaction		help me to see the ways to enhance my crop productivity

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

Entice	Enter	Engage	Extend
it's easy to access at anywhere and on anytime	secure application	positive impact on environment	the user gets a satisfaction of having a overview of the field 24X7
user friendly	easy to access	preventing crops from the drought condition	we think people like these device because they have an advantage of the automated irrigation system

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

Entice	Enter	Engage	Extend
power consumption	power backup on the rural areas	if the mobile phone is not worked then it will cause a problem.	
expensive			

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

Entice	Enter	Engage	Extend
how efficient is the product?	using this technology farmers can earn lot more than previous year	And use this use this application in slougharea farming	how might we enhance the customer service as automated bot generated in the app any quick clarification of the doubt?
how does the product gets power backed up?			how might we extend our device enhancement through the suggestions from the most of the farmers?
			how might we help the user with various techniques to improve the protection for the valuable crops of the farmers/our user?