ypically experiences, then add detail to each of the other rows.

SCENARIO

IOT BASED CROP PROTECTIOI SYATEM

	Entice	Enter	Engage			Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?			What do people typically experience as the process inishes?	What happens after the experience is over?
Steps What do people do?	Farming protection	information needs to be shared easil	Easy monitoring current	automatic detection	animal detection	compare production	knowledge about the app
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?	Proper maintainence	Know about the benefits of detection	information that can be shared with others	increasing food productivity	impacts on environment	financial benifits	training programs, Independent & reference
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	high productivity of crops	Land protection against animals building	Cost efficient	preferences for completing	expectation on content	complete purchase	Receive training and support as needed
Positive moments What steps does a typical person ind enjoyable, productive, fun,	monitoring		Interested	aware of estimate at the moment	customer who have used more	empowered	accomplisement
Negative moments What steps does a typical person ind frustrating, confusing, angering, costly, or time-consuming?	information was not clear the first	time	confused information	busy		doubt	customer difficult for