Nervous

Confused

Afraid

Perplexity

Not secured

Doubt

Wanting

Inconclusive

Restless

PREDICTION

Entice Exit Enter Engage Extend What do people How does someone What do people What happens after the In the core moments initially become aware typically experience experience is over? experience as they in the process, what of this process? begin the process? happens? as the process finishes? Steps Obtaining Best plants for Seedbed Field Protective Find the best Add fungicide Sowing the seeds Check for the Irrigation What does the person (or group) information the season preparation inspections treatments time to sow incase of any fungal and adding unwanted typically experience? required and purchase of fungicides and the seeds infections fertilizers infection seedlings herbicides Soil Economic Plant the Purchase seed Add initial Preparing Check if the Provide Add herbicides condition amount of Check for need fertilizer for for the best price the soil incase of plants are enough rodents yield strenthening unwanted hydrated enough water eating the weed growth plants Interactions Quality The quality of Enough fertilizer Prevent the Great harvest If this phase doesnot The yield should The seeds are There should information the seeds might provide great What interactions do they have at be great for the fungus and extra =happy farmer not sown work it might spoil the not be any each step along the way? should be good yield season weeds incorrectly yield rodent People: Who do they see or talk to? infection If field is great then There should not Places: Where are they? Information yield will be good be any unforseen Things: What digital touchpoints or on demand weather pattern physical objects would they use? Good weather Goals & motivations Soil nutrient Organic No soil Numerous Great yield and Right amount of No signs of Increase crop right information fertilizers fertilizers salination At each step, what is a person's irrigation and good deficiency elements rodents or harvests primary goal or motivation? seeds will lead to fungi ("Help me..." or "Help me avoid...") good yield Sense of accomplishment Half relieved Feelings Watchful Multiperspectivity Decisive Curious Careful Logical

Negative moments

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

Scarcity of resources and time to monitor