

SCENARIO		Entice	Enter	Engage	Exit	Extend								
<i>Getting Rainfall Prediction for a particular place or region</i>		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 finishes?	What happens after the experience is over?								
Steps What does the person (or group) typically experience?		Faces the problem and begins to solve it on their own, with the help of family and friends	Explores digital solutions involving mass media, apps, etc	Learns about rainfall predictor web apps from news and government agencies	Tries to get familiar with UI and available features	Checks about app price and subscription if available	Enters random inputs in the app to check the predicted outputs	Chooses a specific region to get prediction results	Tries and tests all the features that are required for daily needs	Explores various visualizations available on the dashboard	Logs out of the system	Gains trust by comparing actual and predicted results	Adapt themselves to the web app and recall the features or services available	Become dependent on the app or product in the long run
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use? 		Explores blogs, social media and contacts connections	Uses smartphones and open the required web app or rainfall predictor	Seeks help from others on how to use	Reads out the user manual from the webpage on how to use the product	Interacts with UI which is available with simple language	Gets aware of all the controls and options present in each section (eg, profile, prediction, feedback)	Interacts with other users about the app features and results		Recommends to other farmers, plantation workers		Gives feedback based on the experiences		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		Help me to get accurate rainfall prediction		Help me to get higher crop production and profits	Help me to get satisfied with the results with less bandwidth consumption	Help me to avoid data breach and inaccurate prediction		Help me to get future alerts and heavy rainfall warnings						
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		User-friendly web application	Secured with User Authentication	Portable and usable in Mobile platforms	Easy to use and flexible for daily needs	Proper planning & reliable decisions made from the predicted results	Exciting visualisations of rainfalls in various regions of India	Regularly updated FAQs for users	Reliable and 24/7 available					
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Assurance and guarantee of the prediction		Concerns about data privacy	Network Disruption in rural places		The user's Mobile gets slowed or hanged					Ads consuming screen space and user time		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Increasing Model accuracy		Enhancing communication between the user and system	Integrating more interactive visualizations for better user insights	Addressing customer issues and complaints as soon as possible	Adding regional languages like Bengali, Tamil, Kannada along with English					Adding voice assistant support for impaired users		

