



Smart Farmer Application Journey Map












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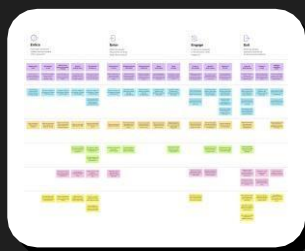


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Smart Farmer

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?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps What does the person (or group) typically experience?					
 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?					
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?					



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