

SMART FARMER-IOT ENABLED FARMING

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?	CO FARMER USAGE	VISIT WEBSITE OR APP	CHOOSE OPTIONS FROM SCHEMES	START PURCHASE	COMPLETE THE PAYMENT AND PURCHASE	EMAIL CONFIRMATION	Arrive at location	Meet the guide	Experience the working	LEAVES THE GUIDE	PROMPT FOR REVIEW	WRITE AND SUBMIT REVIEW	session appears in the user profile	Personalized recommendations	Personaliz
	MOST FARMERS COME UP WITH THIS IDEA WHILE DISCUSSING WITH THE CO FARMERS	BY VISITING THE WEBSITES OR APP TO CHECK FOR THE SOURCE	BY NOTICING THE SCHEMES PROVIDED BY THE GOVERNMENT	After deciding, they click the Purchase button	They fill out their information, then continue to payment and purchase	Once the purchase they will receive the Email for confirmation	They arrive at the location to purchase and learn about the working of the system	once they arrive they meet their guide and start to discuss	Guide teaches the customer about the functionality and make them to experience	The guide wraps up the session and everyone leaves the location	One hour after fnishing, an email and inapp notifcation prompt the customer for a review	The customer writes a review and gives a starrating out of 5.	The completed session appears on the "past experiences" area of a customer's profle with a few details	Participation in the session informs our backend recommendation systems, which the customer may experience	we show the personali recommend
Interactions What interactions do they have at each step along the way?					Payment overlay		Using their own means					"Leave a review" modal window within the	Completed	Recommendations	Recommen
 People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	section of the website or app	section of the website or app	section of the website or app	section of the website or app	within the website or app	Customer's email	transportation,they reach to the shared location	Direct interactions with the guide	Direct interactions with the guide	Direct interactions with the guide	Customer's email	window within the profle on the website or app	Completed experiences section of the profle on the website or app	span across website or app	span acros or a
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get this booked	Help me see what they have to offer	Help me understand about this	Help me commit	Help me get through this payment part without too much hassle	Help me feel confdent that my purchase is fnalized and tell me what to do next	Help me feel confdent about where to go	Help me feel good about my decision	Help me make the good experience	Help me leave with good feelings and no awkwardness		Help me spread the word about a session or provide watch-outs and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me s to enhance r
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each things	It's fun to look at options and imagine doing each things	It's happy to know about it	Excitement about the purchase ("Here we go!")	Current payment fow is very barebones and simple	It is simple	Our guides tend to be so good	Our guides tend to be so good	Our guides tend to be so good	feeling refreshed and inspired	it is simple	it is simple	People like looking back on their past activities	People like looking recommendations	People like lo suggestion
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		People express a bit of fear of commitment at this step	People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")	Trepidation about the purchase ("I hope this will be worth it!")		People expressed awkwardness about fnding their guide	People expressed awkwardness	People expressed awkwardness	People are unclear		Customers report feeling review fatigue			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately	If you don't follow this path immediately	If you don't follow this path immediately				How might we make our guides easily identifable			How might we totally eliminate this awkward moment?		How might we progressively disclose the full review so that each step feels more simple?	How might we help people celebrate and remember things they've done in the past?		