**F A I R P L A N E**



There will be a need of internet facility any time any time

To increase quality

Amd quantity of

Products while

Optimizing the

Labour required

Soil quality monitoring

Guided city tours

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

Claudia Larmon

Menaka Mahajan

Jerome Phillips

Alejandro Flores

Emma Sato

# Entice

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

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**

**Farmers can make real time decisions from anywhere in the world**

**Personalized tour suggestions after new travel booking**

**Personalized tour offers**

**Personalized recommendations**

**Tour appears in the user profile**

**Writing & submitting review**

**Prompt for review**

**Leave the guide & group**

**Experience the tour**

**Meet the guide & group**

**Arrive at tour location**

**Monitoring of climatic conditions**

**Dashboard**

Login

Registration

Water Conservation

Increased production Quality

Real Time Data & production Insights

**Reduced Environmental footprint**

**Remote**

**Monitoring**

What does the person (or group) typically experience?

As a user I can use gagdets which are weather stations,combining various smart farming sensors measurements can be uded to map climatic condition

As user I can able to learn how to

access the application

As a user I can login into the application by entering mail & password

As a user I can register for application by entering mail & password

**All conservation efforts ie, Land &water Usage**

**Real time insights into farm operations allow farmers to make more informed decisions**

Data analysis helps farmers adjust their processes to increase production quality

Soil and weather related sensors optimize water usage

Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

Tour participants meet the guide and other people who have joined the same tour

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The guide wraps up the tour and everyone heads their separate ways

One hour after the tour finishes, an email and in- app notification prompt the tour participant for a review

The tour participant writes a review and gives the tour a star- rating out of 5.

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other tours

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

## Interactions

Monitoring crops ,surveying and providing data to the farmers for rational farm management to save both time & money

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

“Leave a review” modal window within the profile on the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Direct interactions with the guide, and potentially other group members

Direct interactions with the guide, and potentially other group members

Direct interactions with the guide, and potentially other group members

Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

Difficult to implement in villages and make people understand

A creative environment

Adaption Strategies

Precise farming systems can improve the quality & yeilds of foods produced

Soil and temperature sensors ,& crop monitoring systems

Etc.

**Increasing the quality,quantity**

**,sustainability and cose effectiveness** of agriculture

**Increasing Consumer concern**

Reducing Overall prices

What interactions do they have at each step along the way?

If other users interact with this person, they will see these completed tours also

To some degree, this is communicating indirectly with the tour guide, who will see their review

Often takes place at the same place where the group met the guide, but not always

Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

The customer looks for the group or guide, often from a distance as they walk closer

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Depending on the tour participant and guide, tipping/cash may be involved

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

## Goals & motivations

**Helps to understand water, topography, vegetation & soil types**

Help me see ways to enhance my new trip

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

Help me leave the tour with good feelings and no awkwardness

Help me make the most of my trip to this new place

Help me feel good about my decision to go on this tour and to feel welcome

Help me feel confident about where to go and which one of these people is my guide

Supporting huge numbers of devices to communicate

Available anytime for computation

Helps to control the wastage of water

Helps to improve productivity and irrigation facilities of crop fields and generate better revenue

Help me understand what this smart farming is all about

Help me to improve productivity of staff & Reduced human labour

Helps to monitor

climate conditions

Helps to increase the agricultural productivity & incomes

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?

**Reduced wastage and cost management**

**Improved product quality**

### the facility to get the real time data for useful insights

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past trips

Excelled Efficiency

Optimizing the

Use of resources

Improving the productivity Quality

Our guides tend to be so good that people are reassured when they meet their guide

### People love the tour itself, we have a 98% satisfaction rating

People generally leave tours feeling refreshed and inspired

## Negative moments

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

Languages and

Smart

phones will be

Mandatory

### People express a bit of fear for operating

Requires an unlimited or continuous internet connection

#### People expressed awkwardness about finding their guide in a public place

Sometimes people are matched up with tour participants that they don't really like

People are unclear whether a tip is necessary, especially for non-Americans on an American tour

People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

### Customers report feeling review fatigue

We have very low review rates (15% of people review experiences and tours)

People describe leaving a review as an arduous process

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Managing farms

Using modern

Information and

Communication

Technology

Managing data volumes

### Provide a simpler summary to avoid information overload

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

#### How might we make it clear that tipping is appreciated but not necessary?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

#### Could we A/B test different language to see what changes response rates?

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?

How might we extend the personal connection to the guide long after the tour is over?