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



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

Village people may not know to use mobile phones

For Predicting Weather

To increase quality

Amd quantity of Soil quality should

Products while

Optimizing the

Labour required

Monitoring soil

parameters

Soil quality monitoring

Guided city tours

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

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# 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**

**Personalized recommendations**

**Predictive farming**

**Predictive analytics**

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

Uses computer and internet

**Writing & submitting review**

**To increase the quality and quantity**

**To monitor the crops**

**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 gadgets which are weather stations,combining various smart farming sensors measurements can be uded to map climatic condition

Data enables the farmers to estimate optimal amount of water,fertilizers,pesticides etc

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

It helps make farming which is inherently dependent on weather conditions,more manageable &predictable

**To increase the quality and quantity of products while optimizing the human labour required**

This would help to monitor the crops from everywhere

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

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

Excited to use new systems & inventions

## Interactions

Protection of environment

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

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

Makes decision based on smart devices

The people may say that that is difficult to maintain &understand

They will learn to operate the new things

“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

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?

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

**Places:** Where are they?

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

## Goals & motivations

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

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

Help me see what I could be doing next

Help me see what I've done before

Help me lean the new devices and their operations

Help me feel good about my decision

Help me feel confident about what to do next

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

A creative environment

Excelled Efficiency

Optimizing the

Use of resources

Improving the productivity Quality

Excited to use new systems

### To increase the quality and quantity of products

Adaption Strategies

## 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

Smart Phones will be

mandatory

there will be need of

internet facility at any

time

it may cause radiation

### High cost

Difficult to implement in villages and make people understand

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

Managing data

volumes

#### presicion Farming

Remote soil monitoring

#### Managing farms using modern information and communication Technologies

Should be updated

Predict the climate Change

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