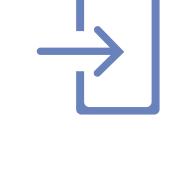
Estimate the crop



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



Exit

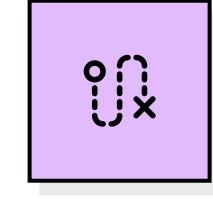
What do people typically experience as the process finishes?



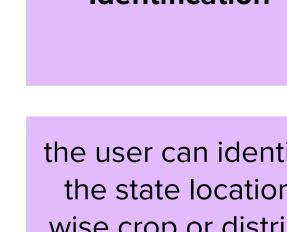
yield

Extend

What happens after the experience is over?

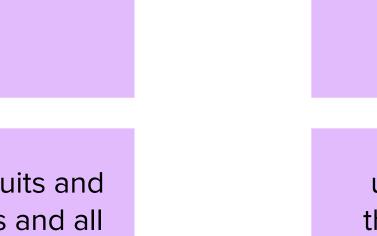




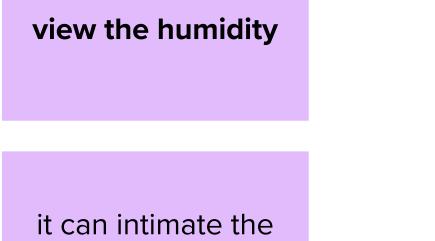


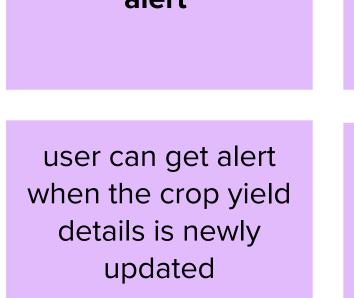


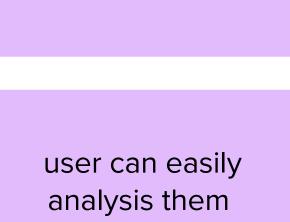




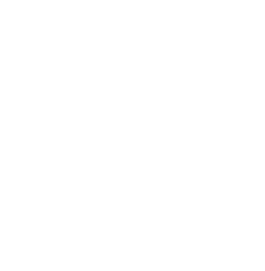


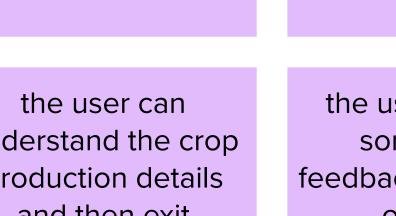


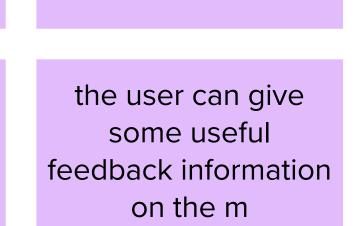


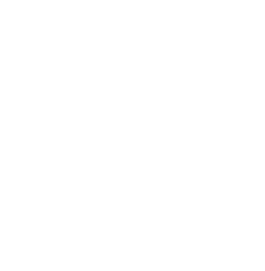


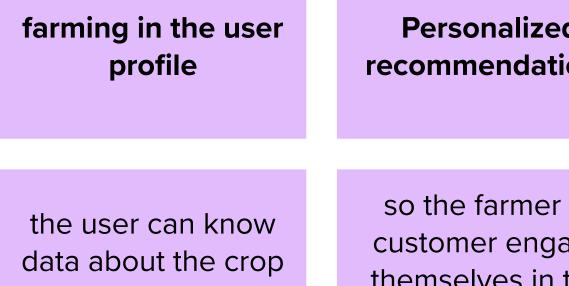
easy to analysis











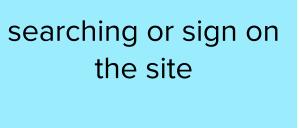
so the farmer or

customer engage themselves in this



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

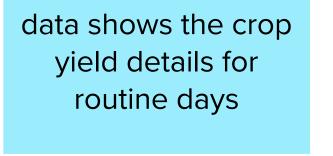
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



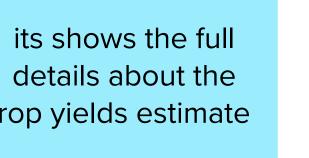
The user

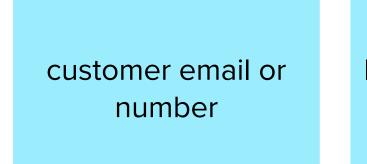






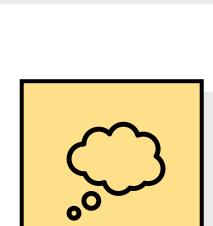






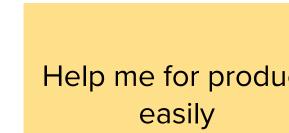




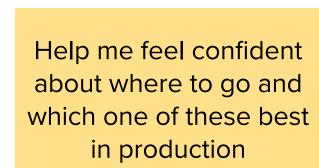


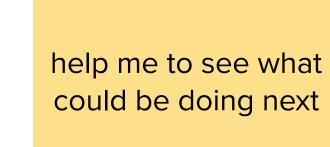
Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



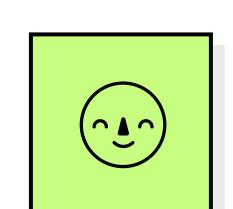






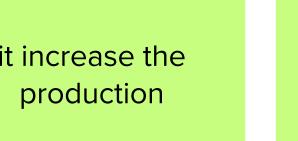




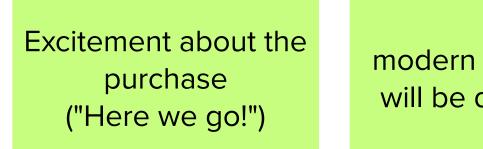


Positive moments

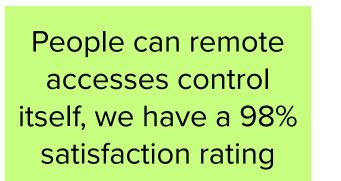
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



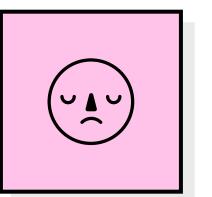
Its save times and



We've heard from several people that the reminder emails

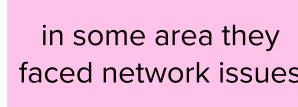


We think people like these recommendations because they have an extremely high engagement rate

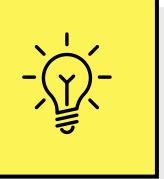


Negative moments

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



Trepidation about the analysis ("I hope this will be worth it!")



Areas of opportunity

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

smart farming

