SCENARIO Browsing, booking, **Entice Enter** Engage **Extend** attending, and rating a What happens after the What do people What do people local city tour How does someone In the core moments experience is over? typically experience initially become aware in the process, what experience as they as the process finishes? of this process? begin the process? happens? Sensor The farmer think get the better crop protection by machine. The farmers reduces man power for crop maintaining Steps For better growth of crops it needs a proper maintenance by using sensors Easy availability of resource in better cost and User friendly in product with top notch quality and efficiency typically experience? Interactions wants to buy a efficient product and hence searches on various websites 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** Need to avoid tension about the maintenance crop 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? Areas of opportunity two primary sensor types that measure soil moisture How might we make each step information better? What ideas do we have? What have others suggested?