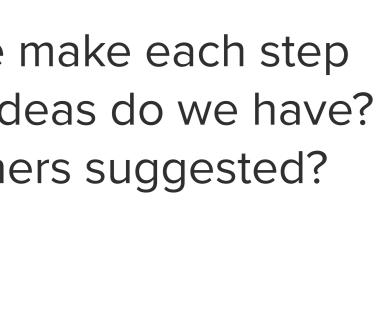
## **SCENARIO** Browsing, booking, **Entice Enter** Engage attending, and rating a What do people How does someone local city tour In the core moments initially become aware in the process, what experience as they of this process? begin the process? happens? Sensor The farmer think get the better crop protection by machine. Steps Animals can damage the plants by feeding on plant parts or simply by running over the field and trampling over the crop field For better growth of crops it needs a proper maintenance by using sensors Soil moisture conditions affect plant root water absorption and leaf transpiration What does the person (or group) typically experience? Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Soil moisture sensor Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Need to avoid tension about the 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? What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

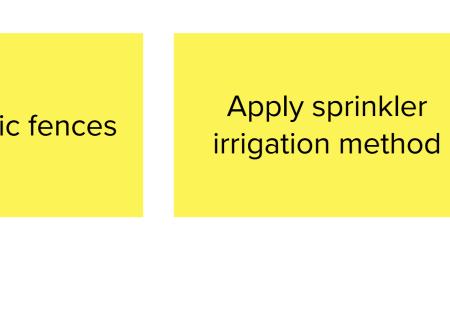
The farmers reduces man power for crop maintaining

**Extend** 

What happens after the

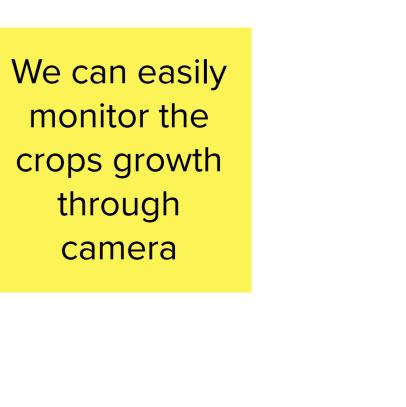
experience is over?











**Exit** 

What do people

typically experience

as the process finishes?

