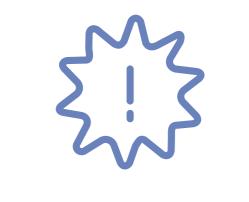
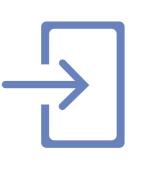
SCENARIO

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



Entice

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?



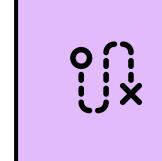
Exit

What do people typically experience as the process finishes?



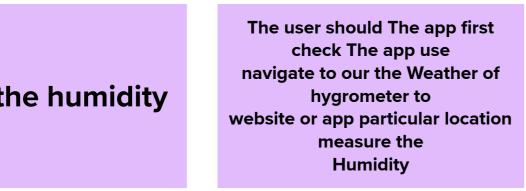
Extend

What happens after the experience is over?



What does the person (or group) typically experience?







using mail or phone Moisture whether it

the soil







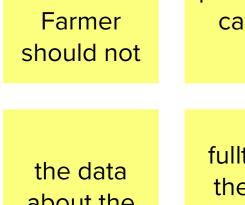


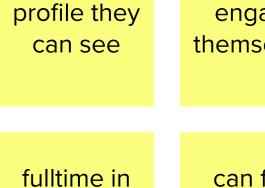
Ensure the yield of Submitting the crop Feedback

After the growth of The User can writes the crop we can are view and gives **Ensure the yield of** ideas of the app

Farming in the user
Personalized Work
profile













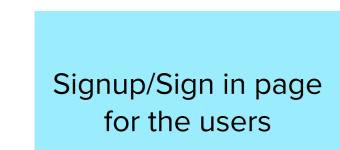
Interactions

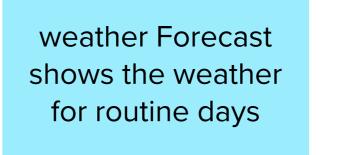
What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

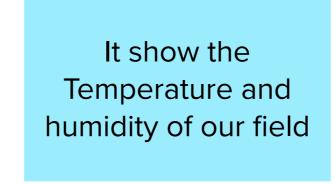
Things: What digital touchpoints or physical objects would they use?





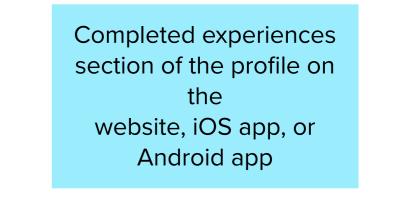
login to the app by can check the soil App can intimate the









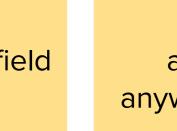


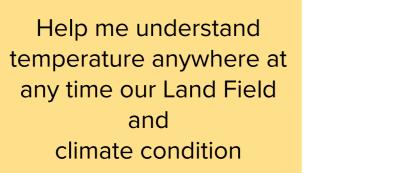


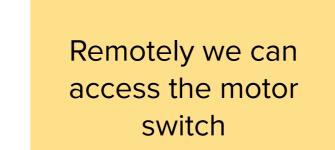
Goals & motivations

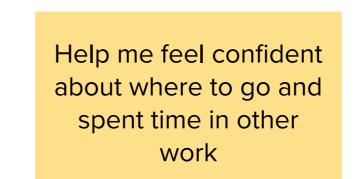
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

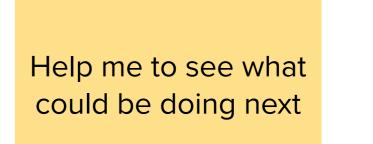


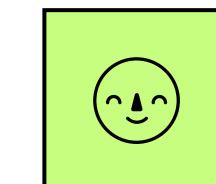






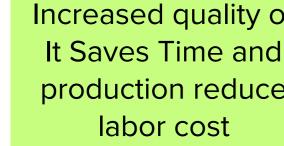


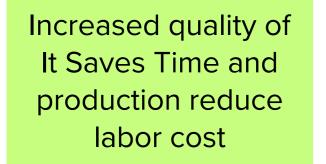


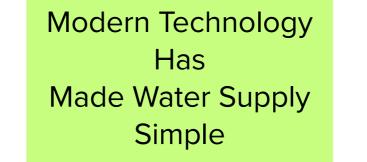


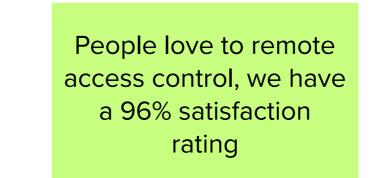
Positive moments

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

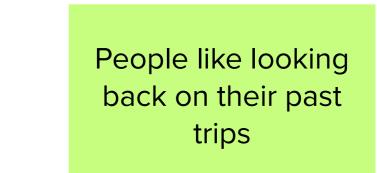




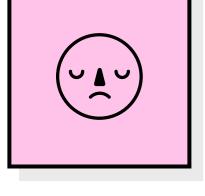








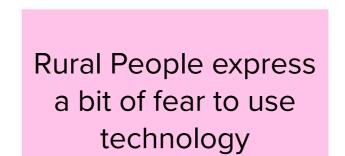




Negative moments

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









Areas of opportunity

How might we make each step





