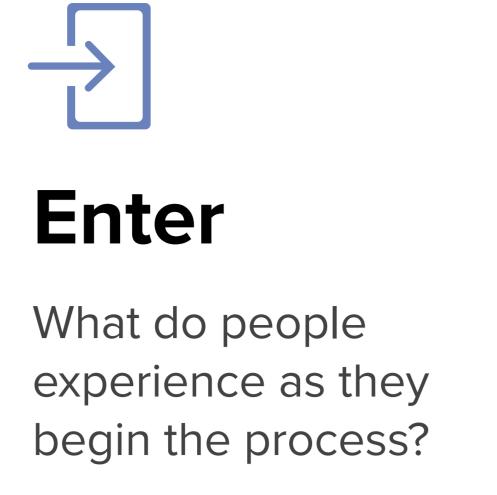
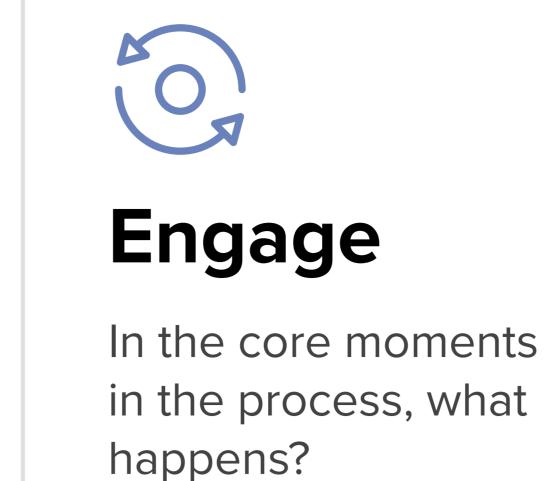
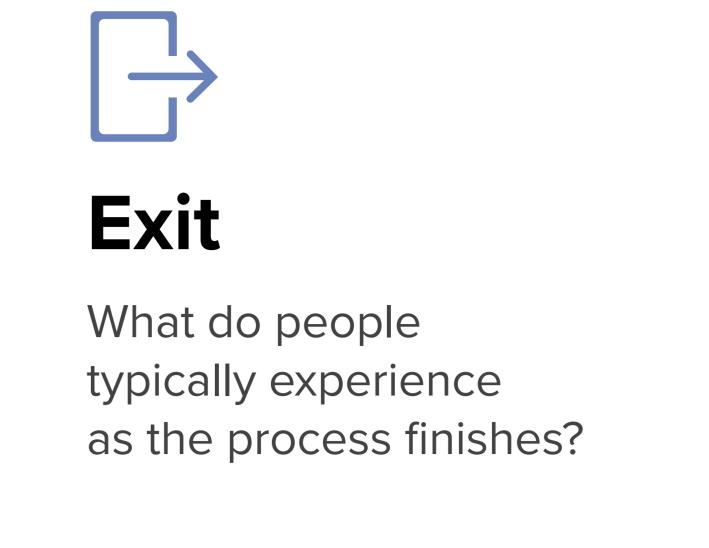
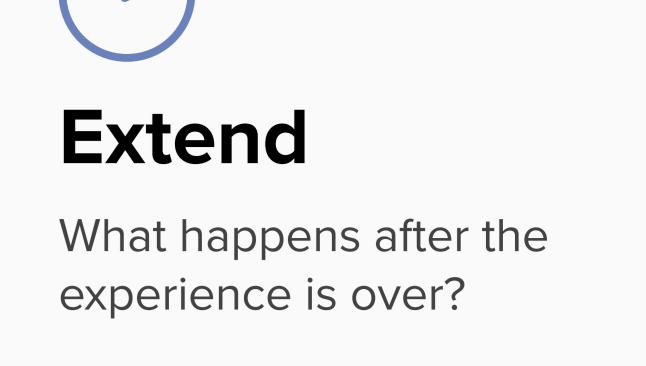
**SCENARIO** Browsing, booking, attending, and rating a local city tour











typically experience?

see demos st community center

interaction with

salesman at demo

information needs to be eaisly shared

iinformation

provided at demo

instant gratification is important after a large purchase

decision depends on community and family support

increasing global

population

neighbours

impacts on

environment

compares the possibilities of current

final

complete purchase

puts training into practice independently

training programs,

independent, reference

materials

Receive training and

support as needed

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?

Goals & motivations At each step, what is a person's primary goal or motivation?

potential user who ("Help me..." or "Help me avoid...") know about the service

Learning

setting criteria for final purchase decision

information that

can be shared

with others

preferences for completing sources of information

expectation on content

sales, purchase process

**Positive moments** 

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

Excitement

building excitement, interest

Interested

aware of estimate at the moment

customer who have used more number of times

empowered

accomplished proud

**Negative moments** 

find frustrating, confusing, angering, costly, or time-consuming?

some information was confusing

busy, overwhelmed, conflicted

family doubt over investment

lack of financing opportunities

nervous and made of doubt

difficult to customer to train others

Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

agronomy the science and technologyof producing

information was'nt

clear the first time

Information needs to be eaisly shared outside demos & workshops

nanotechnology

conversation planner

Agricultural economist

legume rotation

agriculture engineer