

SCENARIO	Entice	Enter	Engage	Exit	Extend
Getting Rainfall Prediction for a particular place or region	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<div>ux</div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Faces the problem and begins to solve it on their own, with the help of family and friends</div> <div>Explores digital solutions involving mass media, apps, ads</div> <div>Learns about rainfall predictor web apps from news and government agencies</div> <div>Logins or registers with user credentials</div> <div>Begins rainfall prediction based on their instincts and experiences</div>	<div>Tries to get familiar with the UI and available features</div> <div>Checks about app price and subscription if available</div> <div>Enters random inputs in the app to check the predicted outputs</div>	<div>Chooses a specific region to get prediction results</div> <div>Tries and tests all the features that are required for daily needs</div> <div>Explores various visualisations available on the dashboard</div> <div>Executes the same things for other places or regions and checks the app efficiency</div>	<div>Logs out of the system</div> <div>Gains trust by comparing actual and predicted results</div>	<div>Adapt themselves to the web app and recall the features or services available</div> <div>Become dependent on the app or product in the long run</div>
<div>👤</div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Explores blogs, social media and contacts connections</div> <div>Uses smartphones and open the required web app or rainfall predictor</div>	<div>Seeks help from others on how to use</div> <div>Reads out the user manual from the webpage on how to use the product</div>	<div>Interacts with UI which is available with simple language</div> <div>Gets aware of all the controls and options present in each section (eg, profile, prediction, feedback)</div>	<div>Interacts with other users about the app features and results</div>	<div>Recommends to other farmers, plantation workers</div> <div>Gives feedback based on the experiences</div>
<div>💡</div> <div>Goals & motivations</div> <div>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</div>	<div>Help me to get accurate rainfall prediction</div>	<div>Help me to get higher crop production and profits</div>	<div>Help me to get satisfied with the results with less bandwidth consumption</div>	<div>Help me to avoid data breach and inaccurate prediction</div>	<div>Help me to get future alerts and heavy rainfall warnings</div>
<div>😊</div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>User-friendly web application</div> <div>Secured with User Authentication</div>	<div>Portable and usable in Mobile platforms</div> <div>Easy to use and flexible for daily needs</div>	<div>Proper plannings & reliable decisions made from the predicted results</div> <div>Exciting visualisations of rainfalls in various regions of India</div>	<div>Relevant alerts and warnings</div> <div>Regularly updated FAQs for users</div>	<div>Effective feedback and support</div> <div>Reliable and 24/7 available</div>
<div>😞</div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Assurance and guarantee of the prediction the product is giving</div>	<div>Concerns about data privacy</div>	<div>Network Disruption in rural places</div>	<div>The user's Mobile gets slowed or hanged</div>	<div>Ads consuming screen space and user time</div>
<div>💡</div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Increasing Model accuracy</div>	<div>Enhancing communication between the user and system</div>	<div>Integrating more interactive visualisations for better user insights</div> <div>Addressing customer issues and complaints as soon as possible</div>	<div>Adding regional languages like Bengali, Tamil, Kannada along with English</div>	<div>Adding voice assistant support for impaired users</div>

