FAIRPLANE

SMART FARMING

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SCENARIO

SEEING THE SCENARIO OF SAMRT FARMING FOR FARMERS

	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?
Steps — What does the person (or group) typically experience?	PROPER IRRIGATION, WATER MONITORING, REDUCES BURDEN, PRECISION FARMING, COST EFFICIENCY, SIMPLE TO IMPLEMENT, AFFORDABLE	DETECT THE TEMPERATURE, MOISTURE LEVEL, AGILITY, CROP DIAGNOSIS, REDUCE MAN POWER, EASILY ACCESSABLE	ACCURACY, IMPROVED QUALITY, TIMED IRRIGATION, REMOTE SENSING, PREVENT PEST INVADING	INCREASED PRODUCTION, HEALTHY CROPS, CLEANER PROCESS, INCRESES FERTILITY, OPTIMIZATION OF RESOURCES	SOLAR POWER, AIR WATER GENERATOR, DRONES, ARTIFICAL INTELLIGENCE
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?	PRODUCT PROMOTION, REAL TIME MONITORING, REAL TIME ANALYSIS	SOIL HEALTH, SENSOR BASED FIELD, RESOURCE MAPPING	SOIL TESTING, SMART INTERPRETATION, REMOTE MONITOR, WELL MONITOR	PREDICTIVE ANALYSIS, END - TO - END FARMING, CONTINUOUS INTERNET FACILITY, MODERN TECHNIQUE	TIME MANAGEMENT, GREENHOUSE, ROBOTICS
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	SMART IRRIGATION, INCOME, VARIOUS TYPES OF CROS GROWN, SUSTAINABILITY	ENVIRONMENTAL HEALTH, SOCIAL EQUITY, PROPER FOCUS, PROPER MANAGEMENT	REDUCE GREENHOUSE GAS, VEGETATION, TOPOGRAPHY	RESILENCE TO CLIMATE CHANGE, ECONOMIC EQUITY	EASILY PROGRAMMABLE, 100% ACCURACY, MORE PRECISE
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	INSPIRES SMART FARMING, BOOTS SOIL FERTILITY, CHEMICAL FREE FOOD	POLLUTION FREE, TACKLE CLIMATIC CHANGE	REDUCE WATER CONSUMPTION, EASY TO MAINTAIN, EASY TO OPERATE	USASGE OF RAIN WATER	USE OF AI IN ALL ASPECTS, USE OF OTHER RENEWABLE RESOURCES
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	DIFFICULT TO ASSEMBLE, MORE POWER, DIFFICULT TO UNDERSTAND		SENORS MAY GET DEFECTIVE, READING ARE NOT MORE ACCURATE	INTERNET FACILITY, NETWORK SPEE, DISTURBANCE IN CLOUDS	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	PREDECTIE ANALYSIS, TESTING, QUALITY	RESPONSE ACTICVITY	DRIVING AUTOMATION	REAL POTENTIAL, SUSTAINABLE GROWTH	FUTURE AI & ROBOTICS ARE INCLUDED