Scenario:
[Existing experience through a product or service]

Entice
How does someone become aware of this service?

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?

Experience steps
What does the person (or people) at the center of this scenario typically experience in each step?

- Awareness:Agricultural professional becomes aware of the benifits of using power BI
- Predictive analysis for predicting the plant growth
- Onboarding:User signs up for Power BI and beigns the onboarding process
- Data Integration:User integrates environmental and management data into power BI.
- Exploration :User explores data and creats predictive models using Power BI.
- Insight Generation:User generates insights and predictions about plant growth stages.
- Decision making :User makes informed decisions about crop management based on insights and predictions.
- Expansion: User explores additional features and capabilities of Power BI and predictive analytics,such as integrating new data sources or using advanced machine learning algorithms.
- Renewal:User renews subscription or license of Power BI and predictive analytics ensuring continued access to the platform and its benefits.
- Retention:User continues to use Power BI and predictive analysis for future crop management decisions.
- Advocacy:User recomments Power BI and predictive analysis to peers and colleagues in the agriculture industry .
- Referral:User refers new customers to Power BI and predictive analytics ,helping to grow the user community and drive business success.

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 do they use?

- Website:User interacts with the Power BI website to learn about features and benefits.
- Sales Team:User interacts with the sales team to discuss pricing and implementation.
- Online Support:User interacts with online supports resources such as tutorials and forums
- Customer support:User interacts with customer support team to ressolve issues.
- User Integrates Environmental and management data into Power BI.
- Peer network:User interacts with peer network ,including other farmers and agricultural professionals.
- Encourage Initial engagement by providing a simple and intuitive interface for exploring data and creating predictive models.

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

- Gain Insights:As we want to gain insights into plant growth stages and environmental factors.
- Improved crop Yields:As the waste was reduced and crop quality and yields was improved.
- Optimization of Resource allocation: User wants to optimize resource allocation and reduce cost.
- Make informed decisions:User done some main decisions for maintaining crop management.
- Collaboration:Enabels collaboration and sharing of insights among users ,including features for commenting,annotating and exporting reports.
- Interactive Visualizations:Provide interactive visualizations and dashboards that enable users to explore their data and gain insights.
- Predictive Analytics:Offer advanced predictive analytics capabilities such as machine learning and forecasting to help users predict plant growth stages.

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

- Supportive community:User finds peer network and customer support team helpful and supportive.
- Easy Onboarding: User finds onboarding process easy and intuitive.
- Exploration:
- Improved Crop Yields:User see improvement in crop yields and reduction in waste.
- Confidence:Increased confidence in their ability to make data driven decisions and predict plant growth stages.
- Increased efficiency:Reduced time and effort spend on data analysis and decision making.
- Interest:Farmers/ Aricullture Professionals become more interested in learning about Power BI and predictive Analytics.
- Awareness:Farmers/ agricultural professional becomes aware of the benefits of using Power BI and predictive analysis for plant growth .
- Insight Generation:User generates valuable insights and predictions about plant growth.

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

- Insufficient support:User finds customer support team unresponsive or unhelpful.
- Steep Learning Curve:User finds it difficult to learn and use Power BI's advanced features.
- Cost and budget constraints
- Difficulty with Data Integration:User struggles with integrating environmental and management data into Power BI.
- Frustation with Data Quality
- Difficulty in model interpretation .
- Difficulty with data integration .
- Integration issues with other tools
- Inaccurate Predictions:User finds predictions and insights generated by Power BI inaccurate or unreliable.
- Dissatisfaction with results,customer support and value of money.
- Limited scalability

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Develop Peer Network:Foster and develop peer network to provide users with a supportive community and knowledge sharing opportunities.
- Simplify Data Integration:Improve data integration process to make it easier and more intuitive.
- Confidence:Increased confidence in their ability to make data driven decisions and predict plant growth stages.
- Increased efficiency:Reduced time and effort spend on data analysis and decision making.
- Continuous Improvement:Continuously collect feedback,iterate and improve the platform to meet evolving user needs .
- Enhance User Support:Provide additional training and support resources to help users overcome steep learning curve.
- Satisfaction:Feeling of accomplishment and satisfaction with the insights and decisions made using Power BI.
- Improved Predictive Accuracy: Continuously update and refine predictive models to improve accuracy and reliability.
- Improved Operations:Improved crop yields,optimized resource allocation and more efficient farm operations.

See an example