



Awareness:Agricultural

professional becomes

Website:User interacts

with the Power BI

website to learn about

features and benefits.

Gain Insights:As we want

to gain insights into plant

growth stages and

community:User finds

peer network and

customer support team

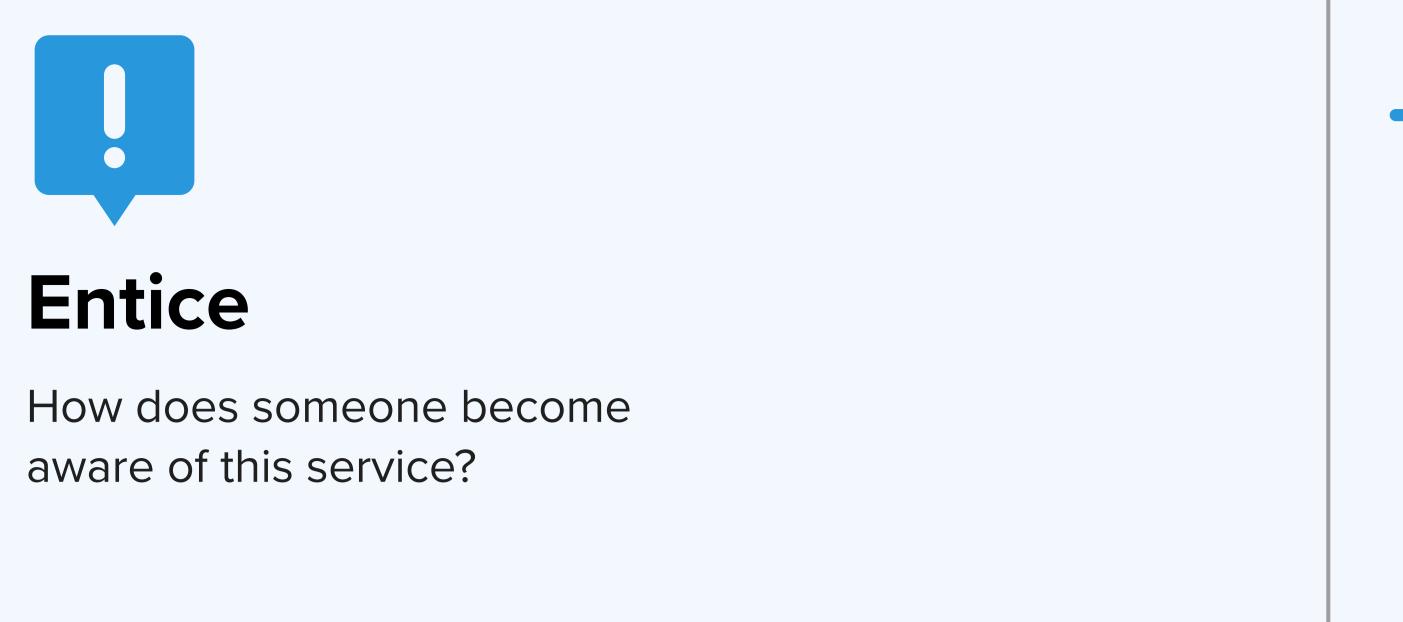
helpful and supportive.

Insufficient support:User

finds customer support

team unresponsive or

ware of the benifits of





they begin the process?

Online Support:User

interacts with online

supports resources such

as tutorials and forums

the waste was reduced

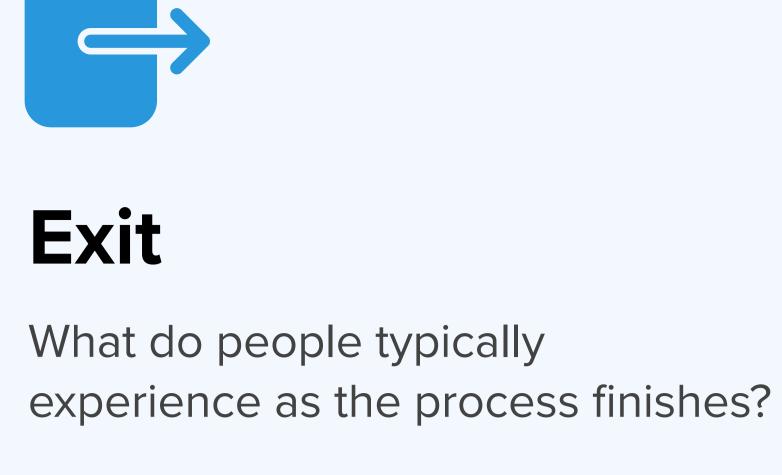
and crop quality and

easy and intuitive.

yields was improved.



## In the core moments in the process, what happens?



Expansion: User explores additional features and capabilities of Power BI

and predictive analytics, such as

integrating new data sources o

using advanced machine learning algorithms.

Peer network:User

interacts with peer

network ,including other

farmers and agricultural

professionals.

collaboration and sharing of

nsights among users ,including

features for

Interest:Farmers/

Ariculture Professionals

become more interested

n learning about Power Bl

and predictive Analytics.

Difficulty with data

integration



## **Extend**

What happens after the experience is over?

using power BI

predicting the plant growth

Sales Team:User

interacts with the sales

team to discuss pricing

and implementation.

Predictive analysis for

up for Power BI and beigns the onboarding process

Data Integration:User ntegrates environmenta and management data into power BI.

**Exploration**: User explores data and creats predictive models using Power Bl.

Customer support:User

interacts with custome

support team to ressolve

Optimization of Resource

allocation: User wants to

optimize resource

Improved Crop

Yields:User see

improvement in crop

yields and reduction in

waste.

Difficulty with Data

Integration:User struggles with

integrating environmental and management data into Power Bl.

plant growth stages.

nsight Generation:User generates insights and redictions about plant growth stages.

**User Integrates** 

**Environmental and** 

Power BI.

Make informed

main decisions for

maintaining crop

Confidence:Increased

decisions and predict

plant growth stages.

Frustation with Data

cisions:User done some

management data into

Decision making :User makes informed decisions about crop management based on insights and predictions.

BI and predictive analytics ensuring continued access to the platform and its benefits.

Renewal:User renews

scription or license of Power

Encourage Initial engagement

by providing a simple and intuitive interface for exploring

data and creating predictive

models.

Interactive

Visualizations:Provide

interactive visualizations and

ashboards that enable users

Insight Generation:User

generates valuable

insights and predictions

about plant growth.

Predictions:User finds

predictions and insights

generated by Power BI

inaccurate or unreliable.

Retention:User continues

to use Power BI and

predictive analysis for

future crop management

decisions.

predictive analysis to peers and colleagues in the agriculture industry .

Advocacy:User

comments Power BI and

Predictive Analytics:Offer

advanced predictive analytics

capabilities such as machine

learning and forecasting to help

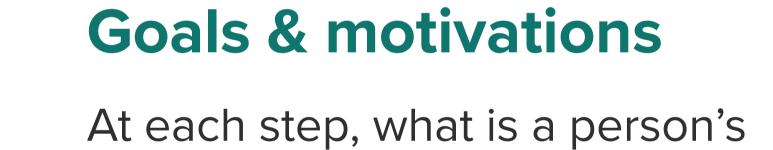
users predict plant growth

predictive analytics ,helping to grow the user community and drive business success.

Referral:User refers new

customers to Power BI and

- Things: What digital touchpoints or physical objects do they use?

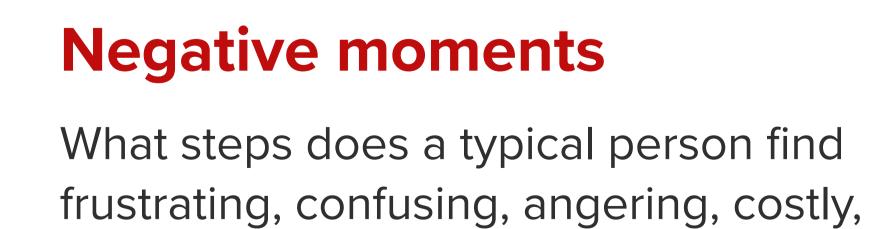


primary goal or motivation?

("Help me..." or "Help me avoid...")

## **Positive moments**

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

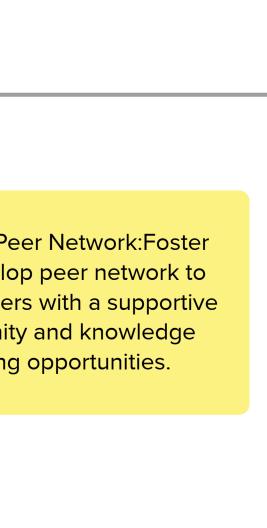


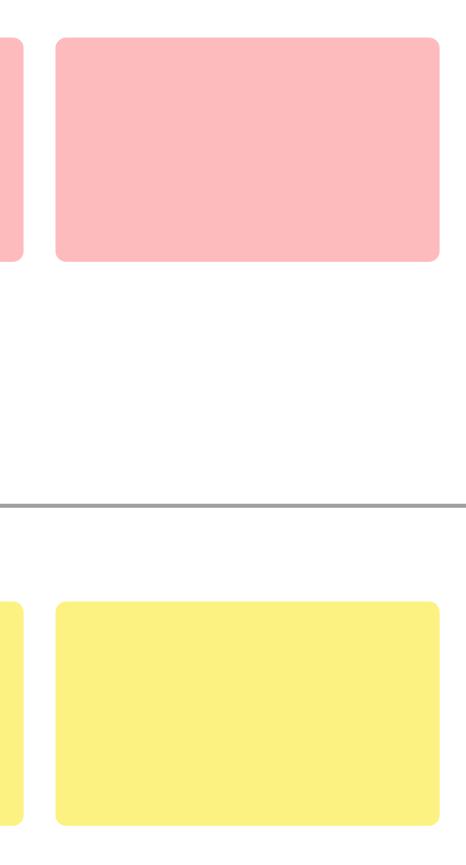
or time-consuming?

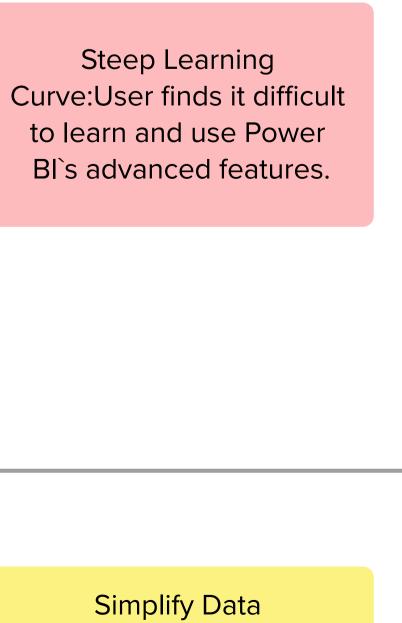
Areas of opportunity

How might we make each step better?



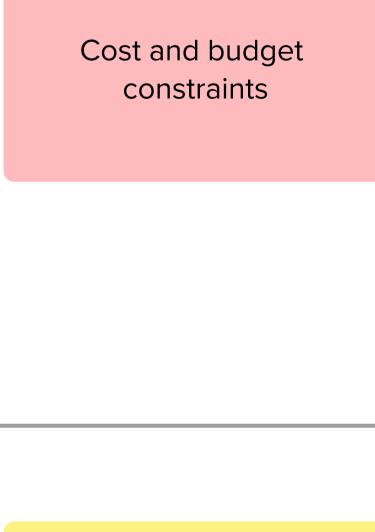




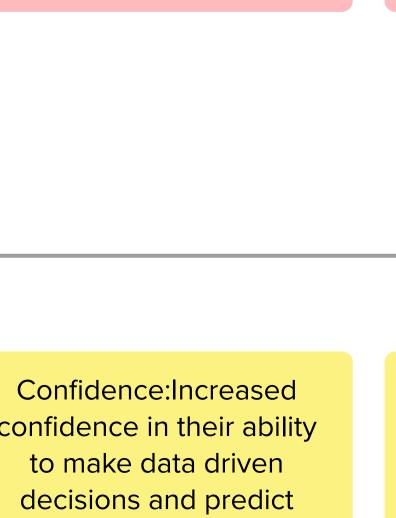


integration process to

make it easier and more



Exploration:



Increased and effort spend on data analysis and decision making.

Continuous Improvement:Continuously collect feedback,iterate and improve the platform to meet evolving user needs .

Increased

efficiency:Reduced time

and effort spend on data

analysis and decision

making.

Difficulty in model

interpretation.

Enhance User Support:Provide additional training and support resources to help users overcome steep learning curve

Satisfaction:Feeling of satisfaction with the insights and decisions made using Power Bl.

Awareness:Farmers/ agricultural

e benefits of using Power BI

growth.

Integration issues with

other tools

essional becomes aware o

predictive analysis for plant

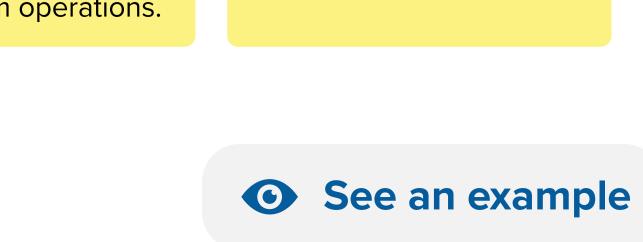
Improved Predictive Accuracy: refine predictive models to improve accuracy and reliability.

Improved yields,optimized resource allocation and more efficient farm operations.

Dissatisfaction with

results, customer support

and value of money.



Limited scalability

What ideas do we have? What have others suggested?

Product School Created in partnership with Product School

