# Global Food Production And Trend Analysis

| | Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|---|
| | How does someone become aware of this service? | What do people experience as they begin the process? | In the core moments in the process, what happens? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| **Experience steps**<br>What does the person (or people) at the center of this scenario typically experience in each step? | Awareness Campaigns<br>Showcase Benefits<br>Informational Sessions | Easy Access<br>Introductory Meetings | Active Collaboration<br>Resource Distribution<br>Feedback Channels<br>Regular Updates<br>Impact Evaluation | Final Presentations<br>Documentation of Insights | Ongoing Relationships<br>Future Collaboration Opportunities<br>Continuous Support |
| **Interactions**<br>What interactions do they have at each step along the way?<br>▪ **People:** Who do they see or talk to?<br>▪ **Places:** Where are they?<br>▪ **Things:** What digital touchpoints or physical objects do they use? | Engaging Content<br>Networking Opportunities<br>Influencer Partnerships | Welcoming Communication<br>Orientation Sessions | User -Friendly Platforms<br>Interactive Workshops<br>Regular Check-Ins<br>Collaborative Tools<br>Feedback Surveys | Closure Meetings<br>Final Reports | Follow-Up Communication<br>Networking Events<br>Resource Sharing |
| **Goals & motivations**<br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Awareness of Impact<br>Desire for Collaboration<br>Interest in Innovation | Clear Understanding of Benefits<br>Alignment with Personal or Organizational Goals | Active Contribution<br>Desire for Skill Development<br>Building Relationships<br>Desire for Feedback and Recognition<br>Desire for Continued Influence | Reflection on Achievements<br>Interest in Future Opportunities | Long-Term Relationships<br>Ongoing Learning and Development<br>Desire to Advocate for Change |
| **Positive moments**<br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Inspiring Presentations<br>Networking Opportunities<br>Initial Interest | Welcoming Onboarding<br>Access to Resources | Initial Engagement<br>Collaborative Success<br>Collaborative Success<br>Impactful Workshops<br>Valuable Feedback | Celebration of Achievements<br>Clear Next Steps | Continued Relationships<br>Opportunities for Growth<br>Advocacy Success |
| **Negative moments**<br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Lack of Clarity<br>Overwhelming Information<br>Limited Engagement | Complicated Onboarding<br>Access Issues | Communication Breakdowns<br>Unclear Expectations<br>Lack of Recognition<br>Ineffective Collaboration<br>Unresolved Issues | Lack of Closure<br>Missed Opportunities for Reflection | Loss of Connection<br>Limited Future Opportunities<br>Unclear Impact |
| **Areas of opportunity**<br>How might we make each step better? What ideas do we have? What have others suggested? | Enhanced Communication Strategies<br>Targeted Outreach Campaigns<br>Incentives for Participation | Streamlined Onboarding Process<br>Interactive Orientation Sessions | Improved Collaboration Tools<br>Clear Role Definitions<br>Regular Feedback Loops<br>Regular Feedback Loops<br>Celebration of Achievements | Structured Exit Interviews<br>Clear Documentation of Outcomes | Ongoing Engagement Opportunities<br>Future Collaboration Pathways<br>Continuous Learning Resources |

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See an example