	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?	Farmers and researchers become aware through agricultural workshops, social media, and government programs. Demonstrations and success stories from early adopters generate interest. Agricultural officers and NGOs promote the tool as a modern solution for precision farming.	Users register on the platform, input farm data, and connect IoT sensors. Users input farm-specific data such as crop type, soil conditions, irrigation methods, and climate factors.	Monitor real-time plant growth, receive Al-driven recommendations, and analyze predictive insights. Farmers monitor plant growth stages in real time using Power Bl dashboards. Al-driven analytics provide recommendations for irrigation, fertilization, and pest control. Al-driven analytics provide recommendations for irrigation, fertilization, and pest control. Predictive models send alerts for potential risks like drought, pests, or extreme weather.	Users achieve better crop management and optimized resource utilization. Farmers experience improved crop yield and optimized resource usage.	Continuous learning, improved models, and integration into government policies. Farmers continuously improve decision-making based on past data and feedback. Community platforms allow farmers to share knowledge and best practices.
	 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? 	Farmers and researchers learn about the platform through agricultural workshops and training sessions. Social media advertisements, government programs, and word-of-mouth recommendations increase awareness. Agricultural officers and experts promote the tool for precision farming.	Users register on the platform via a web or mobile application. Farm-specific data such as crop type, soil condition, irrigation methods, and climate conditions are entered.	Farmers monitor plant growth stages in real time using Power BI dashboards. Al-driven analytics provide recommendations for irrigation, fertilization, and pest control. Predictive models alert users to potential risks like drought, pests, or adverse weather conditions. Comparative analytics help users test different farming techniques for better outcomes.	Farmers receive actionable insights that improve crop yield and optimize resource use. Users access historical reports to track plant performance and farming trends.	Farmers continuously improve their decision-making through learning and feedback. New environmental and climate data are integrated to refine predictive models. Community sharing platforms enable farmers to exchange best practices.
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Farmers and researchers seek better ways to predict plant growth stages. Interest in increasing crop yield and optimizing resources. Government and agricultural programs promote digital transformation in farming.	Users want to analyze real-time farm data to make informed decisions. Need for automation to reduce manual monitoring efforts.	Al-driven insights help users refine their farming techniques. Predictive analytics reduce risks associated with poor weather, pests, or soil deficiencies. Users experience improved productivity and reduced farming costs.	Farmers see an increase in crop yield and improved resource management Users gain confidence in making data-driven farming decisions.	Continuous improvements in predictive models enhance future farming outcomes. Knowledge sharing among farmers creates a community-driven improvement cycle. Sustainable farming practices become more widely adopted, influencing agricultural policies.
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Farmers and researchers discover a modern, data-driven approach to farming. Interest grows due to success stories and government-backed agricultural initiatives. Curiosity about how AI and Power BI can improve crop predictions.	Easy onboarding process with user-friendly data input options. Initial visualizations of farm data create excitement.	Real-time monitoring of plant growth and environmental conditions. Al-driven alerts help prevent potential crop issues. Farmers experience better decision-making with accurate data insights.	Increased crop yield and optimized resource usage. Reduced farming risks due to early issue detection.	Ongoing learning from past farming data improves future decision-making. Strengthened community knowledge sharing among farmers and researchers. Integration with newer technologies (AI, satellite data) enhances predictions.
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Farmers may be hesitant to trust technology over traditional farming methods. Limited awareness about data privacy and dependency on digital agriculture. Concerns about data privacy and dependency on digital tools.	Complex registration process or difficulties in setting up IoT sensors. High initial investment costs for hardware and software.	Connectivity issues may lead to delays in realtime data collection. Incorrect or incomplete data inputs can lead to misleading predictions.	Unexpected system failures or software bugs affecting usability. Some farmers may not see immediate benefits, leading to frustration.	Continuous updates and maintenance costs may discourage longterm use. Dependency on internet access may limit adoption in remote areas. Resistance to change within traditional farming communities.
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase awareness through targeted training programs and workshops for farmers. Collaborate with agricultural influencers, government agencies, and NGOs to promote the platform. Offer free trial versions or subsidized access to encourage initial adoption.	Develop a simple and guided onboarding sensor kits to reduce the initial investment cost. Provide affordable IoT sensor kits to reduce the initial investment cost.	Introduce Al-powered chatbots to assist users with interpreting data and making decisions. Enhance offline functionality so farmers in remote areas can still access insights. Offer customizable dashboards to make Power BI insights more relevant to different crop types.	Provide farmers with personalized performance reports and predictive insights for future crops. Enable data-sharing with agricultural experts for improved decisionmaking.	Expand the system to support climate change adaptation strategies in agriculture.
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