## Scenario: [Existing experience through a product or service]

## **Entice** How does someone become

aware of this service?

Farmers hear about

GrainPalette through local

agricultural networks or social

media, sparking curiosity

about its cost-saving potential.

Talk to peers at local

farming cooperatives or

watch social media

influencers demo the tool.

"Help me find a cost-

effective way to

identify rice types

without relying on

expensive experts."

Skepticism arises due to

unfamiliarity with Al tools,

leading to comparisons

with traditional expert

consultations.

Agricultural fairs,

community WhatsApp

groups, or village

meetings.

Help me avoid

wasting time on

unreliable solutions

that don't work for

small-scale farming."

Hearing success

stories from trusted

farmers in their

community motivates

them to try the tool.

Anger arises when

marketing materials use

jargon, alienating non-tech-

savvy users who fear the

**Enter** What do people experience as

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

Satisfaction when the image

uploads smoothly and results

arrive quickly, providing

immediate actionable insights

(e.g., water requirements).

**Exit** 

What do people typically experience as the process finishes?

Confidence grows after

receiving clear, visual-

based recommendations

that align with their farming

knowledge.

Consult local agriculture

officers to cross-verify Al

recommendations.

"Help me apply the Al

recommendations

correctly to improve

Seeing clear, visual

recommendations (e.g., color-

coded fertilizer ratios) excites

users, as they can immediately

act to improve crop health.

Confusion erupts when

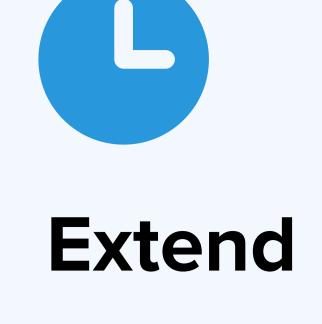
results include terms like

"NPK ratios" without simple

explanations, leaving users

unsure how to act.

my crop yield this



What happens after the experience is over?

Pride in sharing

success stories with

peers, becoming

advocates for the tool

within their community.

Share success stories

with village leaders or in

farming WhatsApp

**Experience steps** 

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

Interactions What interactions do they have at each

- People: Who do they see or talk to? Places: Where are they?
- Things: What digital touchpoints or

step along the way?

physical objects do they use?

**Goals & motivations** 

At each step, what is a person's primary goal or motivation?

> **Positive moments** What steps does a typical person find

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

Farmers feel hopeful when learning about GrainPalette's potential to replace costly expert enjoyable, productive, fun, motivating, consultations, sparking delightful, or exciting? excitement about future savings.

**Negative moments** 

Farmers feel frustrated by conflicting reviews or What steps does a typical person find misinformation about Al frustrating, confusing, angering, costly, tools, making it hard to trust GrainPalette's promises.

Partner with NGOs to distribute pamphlets in regional dialects, emphasizing cost savings over technical jargon.

tool is too complex.

they begin the process? First-time users navigate a simple interface to upload images but may feel overwhelmed if instructions are unclear or technical.

> Seek help from family members (e.g., tech-savvy relatives) or customer support chatbots.

"Help me understand

how to use the tool

quickly so I can start

saving money today."

Users feel accomplished

when the app's intuitive

design lets them upload

their first image without

technical hiccups.

Users waste time

deciphering unclear

tutorials or poorly

translated guides, delaying

their first use.

 "Help me get accurate rice type predictions to

and fertilizer."

Farmers enjoy the thrill of

receiving accurate

predictions within seconds,

and efficient

Repeated rejections of

blurry or poorly lit photos

annoy users, forcing

multiple retries and

wasting time.

reduce retakes.

naking them feel tech-savvy

Collaborate with

neighboring farmers to

capture clear grain images

or troubleshoot errors.

"Help me avoid mistakes in capturing make informed or uploading images that could lead to decisions about water wrong results."

Anxiety if the tool flags

poor image quality or

misclassifies rice types,

requiring retries or

manual adjustments.

In-app camera with auto-

focus prompts and

image-quality indicators.

Real-time feedback (e.g.,

"Great photo quality!")

during image upload feels

rewarding and educates

users on best practices.

Anger flares when the

tool misidentifies rice

types, leading to

distrust in its

can trust the tool's results without secondguessing.'

Farmers feel motivated when the tool not only identifies the rice type but also provides tailored farming tips (e.g., "This variety thrives with 20% less water!"), turning a simple classification into a actionable roadmap for better crop management.

"Help me resolve issues

quickly during usage so I

Farmers receive real-time feedback

(e.g., "Adjust lighting" or "Focus on a

single grain") during image upload,

helping them improve photo quality

and feel supported by the tool's

responsiveness.

Pop-up notifications

advising adjustments

(e.g., "Zoom in for

better accuracy").

Frustration mounts if predictions take longer than advertised, especially

during urgent farming

How? Replace technical terms

groups.

"Help me share my

success with other

farmers to build trust

in this tool."

"Help me avoid feeling gnored if I report issues or suggest improvements."

Disappointment if

feedback feels ignored

(e.g., no updates on

requested features like

Community training

sessions or regional

agriculture

workshops.

new rice varieties).

Excitement grows when

users see their feedback

(e.g., requests for new rice

Farmers feel proud when peers applaud their improved yields, turning them into local advocates for GrainPalette.

• How? Launch a farmer-led

varieties) implemented in app updates.

Users feel ignored when Embarrassment if advocating their suggestions (e.g., adding new rice types) go unanswered, breeding resentment.

crop issues caused by Al

for the tool backfires (e.g.,

neighbors blame them for

Gamify advocacy with referral rewards (e.g., free soil-testing kits for every 5 successful sign-ups).

See an example

Areas of opportunity How might we make each step better?

Product School Created in partnership with Product School

or time-consuming?

What ideas do we have? What have others suggested?

 How? Create short, jargonfree video testimonials from respected farmers or local agriculture officers showcasing GrainPalette's

How? Develop voiceguided tutorials for illiterate users and offline PDF guides for low-connectivity areas.

 How? Integrate Al-powered real-time feedback (e.g., during image capture to

Add a "Retake" button with auto-captions explaining why a photo "Adjust camera angle") failed (e.g., "Blurry—hold

Transforms the tool from a knowledge-sharing.

standalone Al into a collaborative platform, addressing user doubts while strengthening communal

WhatsApp group moderate with visuals (e.g., water by GrainPalette to share updates and address droplets for irrigation needs) feedback publicly. and link to voice-narrated guides in local languages.