**F A I R P L A N E**



Country population of the major cereal and vegetable crops the united states,



agriculture is one of the largest and most significant industries in the world so taking measures to increase production levels is key for the security and health

Releases significant amount of methane and nitrous oxide two powerful greenhouse

Guided city tours

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

Claudia Larmon

Menaka Mahajan

Jerome Phillips

Alejandro Flores

Emma Sato

# Entice

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

How does someone initially become aware of this process?

# 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?

**Steps**

**Personalized tour suggestions after new travel booking**

**Personalized tour offers**

**Personalized recommendations**

**Tour appears in the user profile**

**All farm data is centrally located on a digital platform**

**Not reliable methods**

**Manual maintenance of all the field**

**Traditional farming**

**Real time field**

**Capitation yields**

**Able to do now**

**Agriculture robots**

**Farmer determine**

**Factor such water**

**Changed envroment**

**Smart agriculture**

**Smart farming help india**

**Countries use smart farming**

**IOT can Benefit farmers in agriculture**

**Our live in smart farming**

What does the person (or group) typically experience?

With an IOT platform, you can get cloud-based data storage to hold all of the data your system generates

With the implementation of IOT in agriculture, process are managed more effectively in the field

Tanzania and Vietnam are among the countries that will work towards climate smart agriculture an approach aimed at transforming food system

It can help monitor agricultural land, temperature and soil moisture

It is much more efficient then the traditional methods of farming

Smart farming helps farmers to better understand and important

Topography aspect vegetation and soil type

Best uses of scarce resources within their produced environment

Remote sensor and computer imaging combined with continuously

Agriculture industry boosts operation proficiency

Reduces energy waste it accomplishes .

Farming for rational farm management plans to save both time and money

The some set of practices for crop cultivation often unscientific throughout the region

Geo tagging and zone detection are not possible

Use of simple tools by farmers makes the process laborious and time consuming

Uses satellite imagery to detect the different zones in farms

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other tours

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

## Interactions

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website,

Completed experiences section of the profile on the website

“Leave a review” modal window within the profile on the website

Automation of tasks increases productivity and time and cost

Direct interactions with the guide, and potentially other group members

Direct interactions with the guide, and potentially other group members

Direct interactions with the guide, and potentially other group members

Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Payment overlay within the website, iOS app,

or Android app

Payment overlay within the website, iOS app,

or Android app

City tours section of the website, iOS app, or Android app

Smart farming is an emerging concept that refers to managing farms using technologies like IOT

This would enable farmers to monitor crop for help anywhere

China is the world’s largest grain producer has grown more dependent on food

With the aid of sensor, for example it is possible to monitor soil quality

By collecting data on a large scale you can use to it create meaningful analyses of livestock

What interactions do they have at each step along the way?

If other users interact with this person, they will see these completed tours also

To some degree, this is communicating indirectly with the tour guide, who will see their review

Often takes place at the same place where the group met the guide, but not always

Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

The customer looks for the group or guide, often from a distance as they walk closer

drones and AI to increases the quantity and quality of products while optimizing the human labor required

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** application of IOT for use of customer?

Depending on the tour participant and guide, tipping/cash may be involved

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

## Goals & motivations

Modern farming method require a great deal of capitiom

The use of groundwater for tube well irrigation has led to water depleton

Modern farming method have overused the natural resource base

Under the new agriculture strategy special emphasis have placed on the development

Traditional farming practices and expertise become outdated as globalizathion

Whereas contemporary agriculture relies on technologically improved tools and machinery

Traditional agriculture relies on outdated information

Profit maximization on market oriented farms and household sustenance on subsistence oriented farm

Although the agricultural collectives may profit from their farmers social commitment to cooperate

Economic and environmentally based motivations

Reducing and or removing greenhouse gas emissions where possible

Adapting and building resilience to climate change

Sustainably increasing agricultural productivity and incomes

Help me understand what this tour is all about

Moreover, smart farming can help integrate digital and physical infrastructures

Imports in recent decades much of india output is produced by subsistence

Humidity, temperature, automate the irrigation process, and others

Crop or weather conditions are use the smart farming

At each step, what is a person’s 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?

Farmers also play a critical role in protecting our environment and helping to tackle climate change by locking carbon into

### smart farming can make profitable for the farmer

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past trips

Excitement about the purchase

### ("Here we go!")

Smart farming could have positive environmental impacts through more efficient use of water

Current payment flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our guides tend to be so good that people are reassured when they meet their guide

### People love the tour itself, we have a 98% satisfaction rating

People generally leave tours feeling refreshed and inspired

## Negative moments

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

agriculture is one of the largest and most significant industries in the world so taking measures to increase production levels is key for the security and health

overload" as they browse while negative impacts are serious and can include pollution, degradation of soil, water air

### instance by trapping greenhouse gases within crop and soils

### 

### the creation of national parks, reserves, areas of outstanding natural beauty, conservation areas

#### pesticides fertilizers and other toxic farm marine encosystems air and soil

agriculture is the leading source of pollution in many countries

it offers a path toward sustainable agriculture by diversification of technologies

### climate change soil erosion and biodiversity loss

consumer changing tastes in food and concerns about how it is produced

natural world that farming works with plants, pests and diseases continue to pose own challenges

## Areas of opportunity

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

Could we automatically carry over the city from your booking? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

### Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or Uber style "great guide" badges?

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

#### How might we make it clear that tipping is appreciated but not necessary?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

#### Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the guide long after the tour is over?

### How might we totally eliminate this awkward moment?