Scenario: [Existing experience through a product or service]

Entice How does someone become aware of this service?

They might notice an

advertisement, an

interesting social

media post, or hear

about your offering

through word-of-

Individual receives

a recommendation

or hears about the

service from a

friend, family

member, colleague,

or influencer.

Individuals seek

information to

address a specific

problem, or fulfill

a desire

eye-catching

They find out about

the service through

educational or

informative content

such as blog posts,

videos, podcasts, o

webinars

Individual seeks out

additional information

about the service

through online

research or direct

interaction with the

recommender.

They want to

discover relevant

equirements and

preferences.

They learn about the

service through

participation in

industry events,

conferences, trade

shows, or networking

gatherings

Individual

encounters

advertising

related to the

service, either

online or offline.

Individuals aim to

assess the

suitability and

service compared

to alternatives.

What do people experience as they begin the process?

As they gather more

information, people

begin to assess the

relevance of the

needs, preferences,

and circumstances

Individual notices

an intriguing ad or

message that

grabs their

attention.

Individuals seek

assurance and

their decision.

Comparing

service to their own

Enter

Initially, people may

experience a sense

of curiosity or

intrigue when they

first encounter

information about

the service

Individual

encounters

advertising related

to the service while

browsing online or

in the physical

world.

They want to make

informed decisions

that align with their

the best possible

outcome.

Uncovering exciting

due to the

overwhelming

and information

overload.

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

During this phase,

individuals actively

seek out information

about the service,

exploring its

features, benefits,

and offerings

What

interactions do

they have at

each step

along the way?

They want to feel

confident that the

chosen service will

expectations and

deliver desired

Feeling

empowered and

confident in their

ability to evaluate

options and

choose the best fit.

outcomes.

Positive initial

experiences lead

to satisfaction and

reinforce their

decision to choose

the service.

They encounter

search results,

social media posts,

or content related

to the service,

sparking their

Individuals aim to

initiate their

relationship with

the service and

begin using its

features

Anticipating the

positive outcomes

and benefits that

the chosen service

will bring into their



individuals receive

confirmation that

their desired action,

such as a purchase

or subscription, has

been successfully

Individuals assess

the relevance and

credibility of the

service based on

the information

they've gathered.

Individuals seek

to evaluate the

suitability and

value of the

service compared

to alternatives.

Embarking on a

the chosen service

new journey with

and experiencing

its features for the

first time.

What do people typically

experience as the process finishes?

Throughout the

process of using

the service,

individuals continue

to provide feedback

based on their

experiences

They compare the

service with

alternatives,

considering factors

such as pricing,

features, reviews,

and testimonials

Individuals want

assistance in

finalizing their

decision and

doubts or

uncertainties.

Seeing immediate

results or benefits

from using the

ervice, reinforcing

their decision to

engage with it.



What happens after the experience is over?

individuals

continue to

realize the value

and benefits of

using the service.

Individuals weigh

the pros and cons

of choosing the

factors such as

trustworthiness,

value proposition

They aim to feel

chosen service will

provide a positive

experience.

Feeling like a

the community as

they actively

participate in

shaping the

service's future.

service, considering

After the initial

experience,

individuals continue to

use the service on an

ongoing basis as part

of their daily routines

or workflows.

Individuals interact

with the service's

website, product

demos, or customer

reviews to gather

more information and

evaluate its suitability.

Individuals seek

support and

guidance to

initiate their

relationship with

the service.

improvement of

the service by

providing valuable

feedback and

suggestions.

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
- physical objects do they use?

step along the way?

Goals & motivations

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?

Negative moments

What steps does a typical person find

frustrating, confusing, angering, costly,

Exploring various options and discovering new solutions to their needs or interests

that align with their preferences and spark their curiosity.

fees or unexpected

costs associated

with the service,

assess its true

value.

Coming across visually appealing websites or engaging content that captivates their attention. Discovering hidden Spending excessive

features or offerings that promise to enhance their experiences or solve their problems. Facing indecision or analysis paralysis

different options and weighing their pros and cons to make an informed decision. Feeling uncertain or unclear about the differences between

various service

options, making it

challenging to

choose the best fit.

Worrying about the potential financial risks or long-term associated with the chosen service.

Spending significant time deliberating over options and weighing the pros and cons before making a decision.

Feeling lost or unsure about how to navigate the service's interface or use its features effectively.

individuals provide

feedback and engage

with the service to

share their

experiences,

preferences, and

suggestions for improvement

ndividuals engage

with the content by

clicking on search

result links, interacting

with social media

posts, or reading

informative content.

They want a seamless

onboarding

experience that helps

them understand how

to use the service

effectively.

Imagining the

possibilities and

opportunities that

await once they

commit to the

chosen service.

Investing resources, such as time or money, into the onboarding process without seeing immediate value or results.

Spending excessive troubleshooting issues or seeking assistance from ustomer support to resolve problems

Not understanding how to provide feedback or feeling uncertain about acted upon by the service provider.

Investing time and Experiencing effort into providing recurring issues or feedback without problems with the seeing tangible service that remain unresolved despite changes in the previous feedback.

Areas of opportunity

or time-consuming?

Clearly define the process you want to improve. Break it down into individual steps to understand its flow.

Finding too many

options without clea

differentiation,

making it challenging

service best meets

their needs.

Improve brand targeted marketing, and social media engagement.

Enhance SEO strategies to ensure the brand is easily discoverable online.

time researching

and comparing

options, delaying

their ability to make

a decision and

move forward

Collaborate with influencers or industry experts to increase brand credibility and reach.

Implement live chat support or chatbots to answer questions and assist customers in real-time.

Offer personalized recommendations based on customer preferences and browsing history.

Simplify the purchasing process by minimizing steps and reducing friction points

Clearly communicate pricing, shipping options, and return policies to build trust and transparency.

Optimize the checkout process for mobile devices to cater to the growing number of mobile shoppers.

Offer incentives such as discounts, free shipping, or loyalty rewards to encourage repeat purchases.

Actively seek Develop detailed feedback from customer personas customers at each to tailor the stage of the journey customer journey to to understand their specific segments needs and pain and demographics. points.

Use data analytics tools to track customer behavior identify patterns, and optimize the customer journey based on insights. 9.1.....

Individuals who

have had positive

experiences with

the service may

become actively

engaged in its

They may interact with the service's

online chatbots to

seek clarification

They aim to navigate

the onboarding

process seamlessl

effectively from the

Receiving

personalized

responses of

gestures of

appreciation from

the service provider

for their feedback.

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