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?	Social media ads Email campaigns Webinars Word of Mouth Free trial offer Community forums	Signup Process Dashboard Setup Tutorial Videos Mobile App Access	Checking live data Comparing trends Custom alerts Community sharing Expert consultation	Reviewing Benefits Unsubscribing Downgrading Plan Provising Feedback	Referring friends Upgrading plan Attending webinars Advanced Analytics Community leadership Integrating more data
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?	Viewing ads Reading Emails Attending Sessions Referrals Signing Up Reading user discussions	Registering Configuring Preferences Watching Guides Downloading App	Viewing dashboards Analyzing past data Receiving notifications Engaging with farmers Chatting with advisors	Assessing Value Cancelling Service Change Subscription Filling Surveys	Inviting users Selecting premium Joining sessions Exploring deeper insights Becoming mentor Adding new sources
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Awareness about dashboard features Understanding benefits Learning real-world use Trust recommendations Hands-on experience Learning from others	Quick and Easy Access Customization Options Understanding Features Access on the top	Making informed decisions Predicting farm conditions Staying updated Learning from peers Getting expert advice	Justifying ROI Adjusting Budget Evaluating Alternatives Improving Service	Earning rewards Unlocking features Advanced learning Maximizing yield Contributing knowledge Expanding dataset
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Attractive UI in ads Clear, concise info Expert insights Peer validation No risk involved Active discussions	Seamless Onboarding Easy Setup Clear Instructions Easy Mobile Use	Real-time insights Actionable trends Timely warnings Knowledge exchange Tailored insights	Positive Results Flexible Options No Hidden Fees Being heard	Incentives earned More insights Expert knowledge Predictive insights Personal brand Better predictions
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lack of explanation Emails may go to spam Timing issues Skepticism about data Limited trial features Overwhelming info	Leanghty Form Filling Confusing Steps Long Tutorials Long Wait Times	Data lag issues Difficult UI navigations Too many/ irrelevant alerts Low participation Device compatibility	ROI not Clear Confusing pricing Plans Confusing Pricing Plans Difficult Exit Process	No referral tracking Cost concerns Time constraints Overwhelming complexity Limited engagement Manual data input
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide short term videos Improve email targeting Provide recorded sessions Showcase success stories Extend trial period Pin important discussions	Simplify Registration Improves app experience Optimize data processing Improves FAQ structures	Ensure high-speed data refresh Improve data visualization User-controlled alert settings Gamify engagement AI-powered recommendations	Provide ROI Calculator Transparent Pricing Easy Cancellation Policy Implement Feedback Based Improvements	Win Back Campaigns Better Referral Tracking Flexible Payment Plams On-Demand Webinar Access Step-by-Step Guides Automate data sync

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