












<div>Scenario: An Indian consumer's journey from discovering to using an iPhone</div>	<div>  <b>Entice</b>            How does someone become aware of this service?         </div>	<div>  <b>Enter</b>            What do people experience as they begin the process?         </div>	<div>  <b>Engage</b>            In the core moments in the process, what happens?         </div>	<div>  <b>Exit</b>            What do people typically experience as the process finishes?         </div>	<div>  <b>Extend</b>            What happens after the experience is over?         </div>
<div>  <b>Experience steps</b>            What does the person (or people) at the center of this scenario typically experience in each step?         </div>	<div>Sees iPhone ads on TV/ Social media</div> <div>Notices friends using iPhones</div>	<div>Compares prices online</div> <div>Checks Flipkar/ Amazon reviews</div>	<div>Sets up iPhone</div> <div>Uses camera, iCloud, Facetime, etc.</div>	<div>Faces slowdown or battery decline</div> <div>Considers upgrading</div>	<div>Buys new iPhone</div> <div>Refers brand to friends</div>
<div>  <b>Interactions</b>            What interactions do they have at each step along the way?            ■ <b>People:</b> Who do they see or talk to?            ■ <b>Places:</b> Where are they?         </div>	<div>People: Friends, influencers, sales reps</div> <div>Places: YouTube, Instagram, Flipkart, retail stores</div>	<div>People: Salesperson, online reviewers</div> <div>Places: Amazon, Reliance Digital, Flipkart</div>	<div>People: Apple Support, friends for setup help</div> <div>Place: Settings, App Store, iCloud</div>	<div>People: Service centre staff, buyers</div> <div>Places: Apple Store, OLX, Flipkart</div>	<div>People: Friends, Apple reps</div> <div>Places: Apple community forums, support app</div>
<div>  <b>Goals &amp; motivations</b>            At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")         </div>	<div>I want to own a premium phone</div> <div>I want a good camera and long-lasting performance, I want to stand out</div>	<div>I want a secure and Durable device</div> <div>Help me find the best value iPhone</div>	<div>I want great camera and security</div> <div>Stay connected and productive</div>	<div>Should I upgrade or Repair?</div> <div>Can I sell this at good price ?</div>	<div>Stay in the Apple Ecosystem</div> <div>Keep my data and apps secure</div>
<div>  <b>Positive moments</b>            What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?         </div>	<div>Watching aesthetic iPhone content</div> <div>First-Hand Experience at Apple Store</div>	<div>Discovering discounts or sale offers</div> <div>Easy EMI calculations</div>	<div>iOS interface smoothness</div> <div>Camera Performance</div>	<div>Good resale value for recent models</div> <div>Trade-in availability</div>	<div>Ecosystem continuity</div> <div>Long-term trust in brand</div>
<div>  <b>Negative moments</b>            What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?         </div>	<div>Price Shock</div> <div>Uncertainty about resale value</div>	<div>High import duties</div> <div>No charger in the box</div>	<div>Limited Customization</div> <div>Lack of expandable storage</div>	<div>Battery performance decline</div> <div>High repair costs</div>	<div>Difficulty in transferring data to android</div> <div>Accessories costs more than alternative</div>
<div>  <b>Areas of opportunity</b>            How might we make each step better? What ideas do we have? What have others suggested?         </div>	<div>Showcase affordable older models</div> <div>Promote EMI offers clearly</div>	<div>Bundle Offers with accessories</div> <div>Transparent trade-in process</div>	<div>Offer regional language tutorial</div> <div>Affordable AppleCare in India</div>	<div>Clear Upgrade Plans</div> <div>Loyalty Programs</div>	<div>Referral reward program</div> <div>Affordable cross-device sync</div>