

## Steps

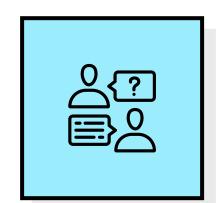
What does the person (or group) typically experience?

**DISCOVERY** 

REGISTRATION

ONBOARDING AND FIRST USE

SHARING



#### Interactions

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

People: Who do they see or talk to?

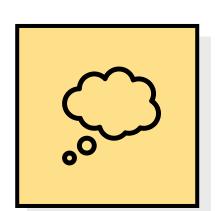
Places: Where are they?

■ **Things:** What digital touchpoints or physical objects would they use?

THINKING ABOUT IDEAL FUTURE

MAINTAINING SEASONAL INVENTORY AND TRACKING

GATHERING A
COMPLETE LIST OF
INTERACTIONS



## **Goals & motivations**

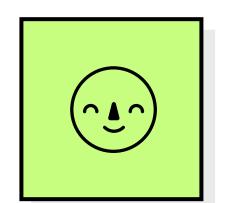
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

BEST IN CLASS
CUSTOMER
SUPPORT

EASY AND SIMPLE JOB TRACKING

MANAGING JOB OFFER VIA PROFILE LINKING

4



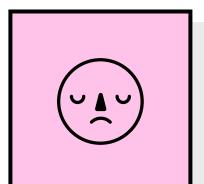
#### **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

OPTIONS TO
MANAGE THE
APPLICATION

COMPLEXITY
REDUCTION IN
HANDLING OF
INVENTORY

USER INTERFACE
GENERATION AND
CONTROL



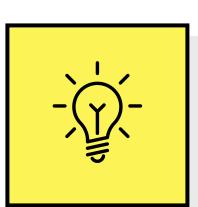
# **Negative moments**

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

ISSUES DURING REGISTRATION

OCCASIONAL SERVER ISSUES

PAYMENT FAILURE



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested? INVENTORY
SELLING ANALYSIS
FOR PROFIT

POPULAR PRODUCT INDEX