

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, **Entice Extend Enter Exit** Engage attending, and rating a local city tour How does someone What do people What happens after the What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Module 2 Module 1 Steps Select the issue There they can see Workers will get the **Ticket Number** What does the person (or group) Past reported issues typically experience? they will get the ticket number and User need to select They can see the stats of the issues User need to create The workers will get User will able to see the issue and area. Open the website in They have to attach account in order to the data of the filled the past reported they can give the detailed report. they can track the issue in website the browser report the issue. garbage issues. Interactions Home Page of the Home Page of the Sign up/Login page Report issue Page Upload proof Contact details Page Success Page Past issues page 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? **Goals & motivations** Help me to upload the image/video proof Help me to report Help me to see the Help me to track the the issue without any the profile At each step, what is a person's hassle. 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** They will find difficult to upload the image What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?