Retail store stock

Buying a product from the shop



Why do we purchase?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Leave the guide & group

Direct interactions with the guide, and potentially other group members

Often takes place at the same place where the group met the guide, but not always

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

section of the website, iOS app,or Android app

Visit website or app

City section of the website, iOS app,or

City section of the website, iOS app,or Android app

City section of the website, iOS app,or Android app

within the website, iOS app, or Android app

Payment overtay within the website, iOS app,

Meet the guide & group

with the guide, and potentially other

Experience the product

span across website, iOS app, or Android



Interactions

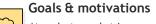
What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

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





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



fun or learn new things on my

Help me understand what this retail is all about

with this person, they will see these

Help me see ways to enhance my new product



Positive moments

find enjoyable, productive, fun, motivating, delightful, or exciting?

What steps does a typical person



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

People love the itself, we have a 98% satisfaction rating

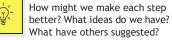
People generally leave feeling refreshed and inspired

Negative moments

Trepidation about the purchase ("I hope this will be worth it!")

People expressed awkwardness about finding their guide in a public place

Areas of opportunity



How might we totally eliminate this awkward moment?

People describe leaving a review as an arduous process

low might we extend