SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?



Enter

What do people

experience as they

begin the process?

The customer enters his/her login details such as email id,phone

number and password

Direct interaction with the website

price

Engage In the core moments

happens?

in the process, what

The predicted price will be displayed for

the car

Exit

What do people typically experience as the process finishes?

Extend

overwhelmed

page

What happens after the experience is over?

What does the person (or group) typically experience?

Searching for a good website A person who tries to

resell car searches for

a best website to

predict the price

Tour session will be

Reviewing

Seeing review related to our page

Visits our webpage Customer

navigates to the login page of our website

Entering details Prediction page

Enter car details

The customers see

the predicted value

Price display

Surprised

Customer will get

The customer logs out of the page

Exits the webpage

Review page After price prediction

Customer's email

The customer will the customer will be feel overwhelmed redirected to the review page

satisfaction

The customer

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?

Positive moments

Goals & motivations

("Help me..." or "Help me avoid...")

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

Its attractive to look at images

Help me have more

easy experience

Exciting to see the

Excitement about the rate

Process is simple

sure that I don't

forget the procedure

Remainders

People feel confused

about getting help

Help me get through

th website

Notifications about

Uses the help option

or goes through the FAQs

happy face

Help me see what I

have done

previously

People love the

result

Help me to leave

the website with a

Very good

choose

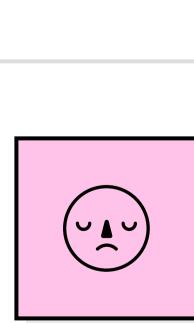
Stress free

Help me to leave

with a good feel

People feel refreshed

Feels satisfied



What steps does a typical person

Negative moments

find frustrating, confusing, angering, costly, or time-consuming?

Wrong information about cars can give People express a

Interruptions are

People are unclear about what to

People feel pressurized to give review

We have low review

Feels whether price is correct



How might we make each step better? What ideas do we have?

Using face login

How might we make our help page more interactive?

Make it easier to

Provide simpler Show contents summary

How might we provide feedback options

How might we make sure that the website is secure

Website is interactive