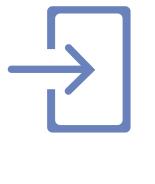


How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what



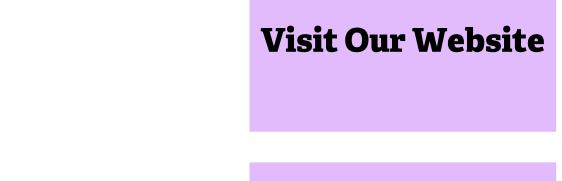
What do people typically experience as the process finishes?

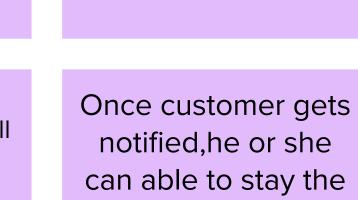


What happens after the experience is over?



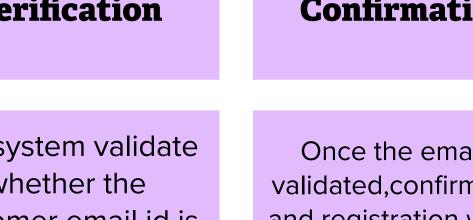
typically experience?

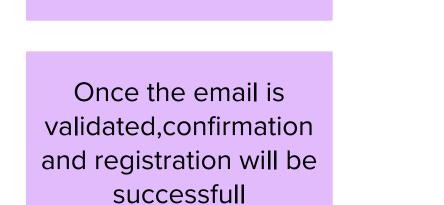




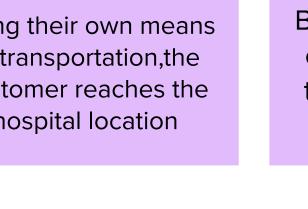


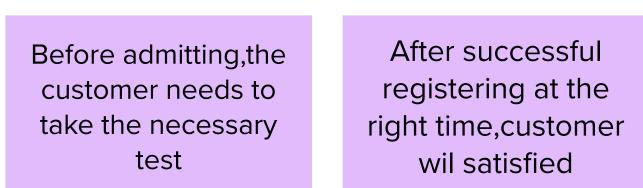
Start Fillin Details









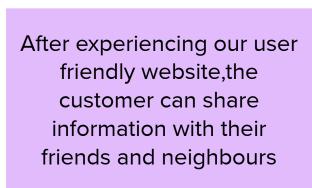










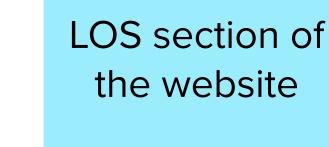


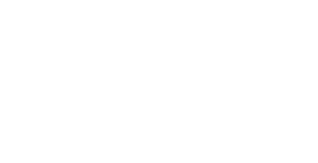


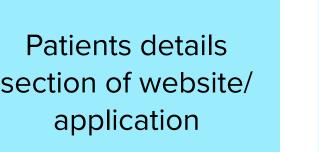
Interactions

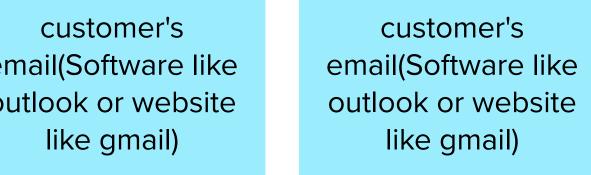
What interactions do they have at each step along the way?

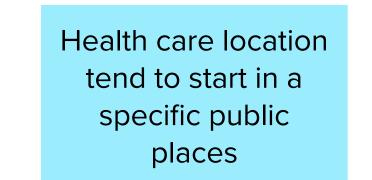
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

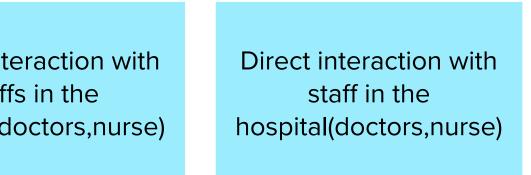


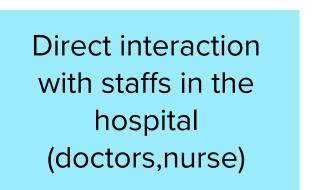


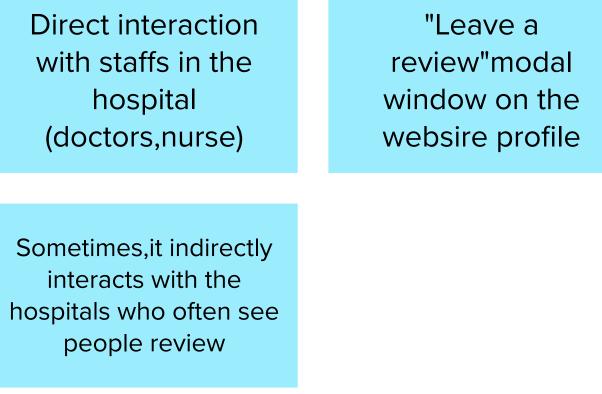


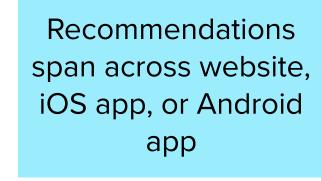


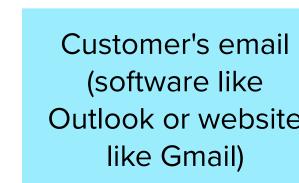


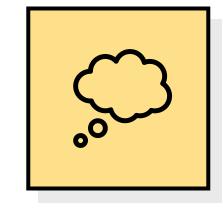






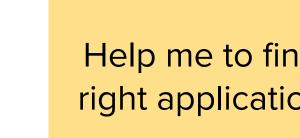






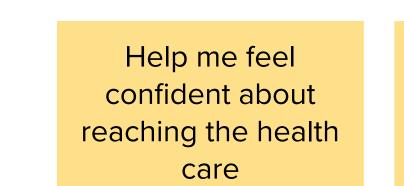
Goals & motivations

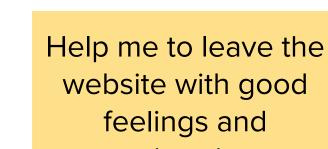
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")





Help me to validate whether the email id,l have entered is correct or not

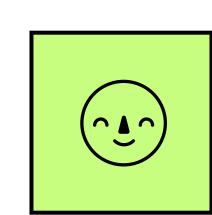




Help me to leave the website with good feelings and satisaction

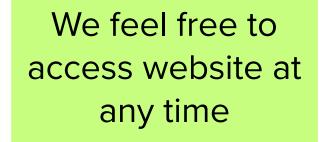
Help me to provide a good feedback after using the website to others

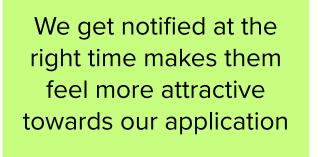
Help me to encourage others to enroll more

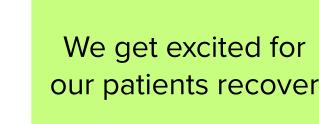


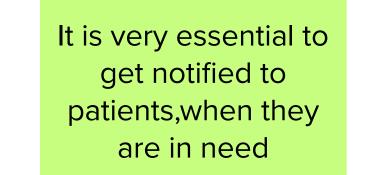
Positive moments

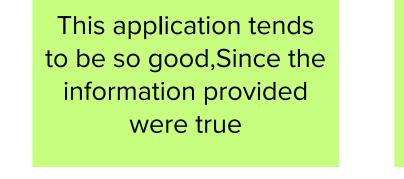
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?





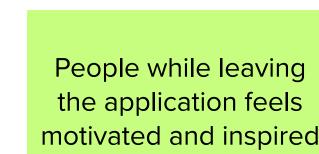


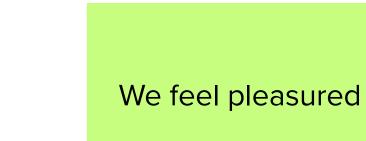


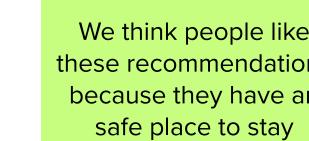


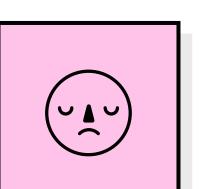






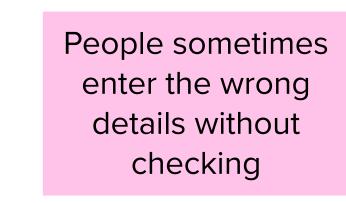




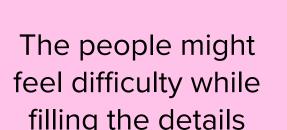


Negative moments

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



Several people can ignore or reject the notification



Because of poor network there should not get any notification

Customers report feeling review fatigue



Areas of opportunity

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

