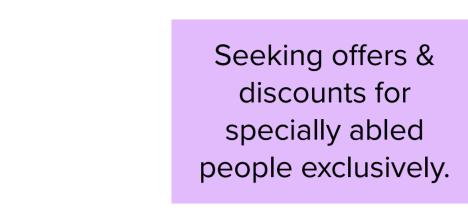
**SCENARIO** Browsing, booking, attending, and rating a local city tour Steps Interactions

What does the person (or group) typically experience?

- Places: Where are they?
- Things: What digital touchpoints or

## **Entice**

How does someone initially become aware of this process?



The apps that have been exclusively created for people can be purchased via online.

Purchasing the applications using certain websites, apps in android, mac iOS etc.,

Interactions can be

done mostly in apps itself

The application

people about their requirements.

fulfills the needs of

Need to purchase

the app online.

The active customers & the customers who purchase lot will avail the offers / discounts.



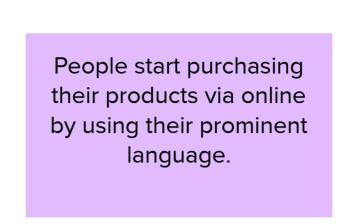
**Enter** 

What do people

experience as they

begin the process?

Payment process .



For memberships the people need to upgrade, by paying certain amount via UPI payments.



## Engage

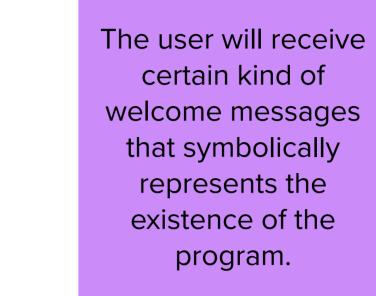
In the core moments in the process, what happens?



The customer service will help you queries.



People can feel free applications .



After the completion of the process, the person can able to give their feedbacks & suggestions about

Sending

email in

spam

**Extend** 

What happens after the

experience is over?



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

- People: Who do they see or talk to?
- 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...")

Helps to buy good software applications

To buy products which are financially good & flexible

Make payment way easier & in secure manner

Helps me to have

People can

get help

through the

chatbot

well -known local languages.

The products tend to be delivered before the due date.

helps me to feel free about the order in queries etc.,

Eager, Inspired. Has a new comprehension of the workload required.

Helps me to valuable product.

**Exit** 

What do people

typically experience

as the process finishes?

Get direct

interaction

with the

delivery

Helps me to receive lots,of discounts & offers.

once we're

done with the

issues they get

to receive

email.

Helps me to see what i

Helps me to see what i now

Optimistic,

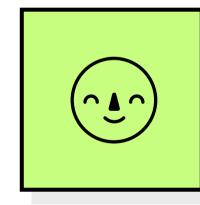
Nervous /

Anxious,

keen to see

results asap.

Helps me to view about the upcoming



**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?

Be present, ensure that we are found & give confidence in us as a company & give them reason to contact us.

Curious, Protective,

Enthusiastic & keen to

rush in.

Explain the process of app development, best practices & show our past success stories. Must be open & polite.

Discretionary

,Subjective, Unsure,

Weighing up pros &

cons - usually

focused around

time, money &

quality.

Get them to really understand, what is hu involved & that nothing is an overnight success. Display why we're the best team for the job & justify our pricing with substantiated information, Welcome questions etc.,

Revisiting prior ideas

& options, Justifying

their decisions with

business partners /

family, validating

internally that are

right move to make.



Areas of opportunity

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

Availability of chatbots to ommunicate quickly

Make it easier to upgrade their applications via., UPI payments.

connections interact with customers

How we make our users to stay long on our

How can we customers.

How might we help people can able to chat with their local chatting model.