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?



What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

What does the person (or group) typically experience?

Visit website or app

They click the Purchase button after opting to buy the product.

Meet the guide & group home location

with the guide, and potentially other

Experience the product

Leave the guide & group

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?

section of the website, iOS app,or Android 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

Payment overlay within the website, iOS app, or Android app

Payment overlay within the website, iOS app,

with the guide, and potentially other group members

Direct interactions with the guide, and potentially other group members Often takes place at th same place where the group met the guide, bu not always

span across website, iOS app, or Android

Goals & motivations

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

things on my delevarable

Help me make the most of my purchase to this new place

Help me see ways to enhance my new product

Positive moments

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

citement about the purchase ("Here we go!")

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

People generally leave feeling refreshed and inspired

Negative moments

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

People express a bit of fear of commitment at this step

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

People describe leaving a review as an arduous process

better? What ideas do we have?

Areas of opportunity How might we make each step

What have others suggested?