## Document an existing experience Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically beach of the other rows. **Enter** Extend Engage and rating web phishing detection app How does someone What happens after the What do people What do people In the core moments initially become aware typically experience as the process finishes? experience is over? experience as they in the process, what of this process? begin the process? happens? Browsing and Registering, using and rating web phishing detection app. Interactions What interactions do they have at People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? Goals & motivations The primary goal of users is to avoid web phishing using our app. At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

What have others suggested?