

## 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 experiences, then add detail to each of the other rows.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

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?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	if not know to swim,they start to drown  Start to sink  Start to sink under water step by step	Fear Fear of losing life	Death  if not saved in time	Nothing	Nothing
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?	Shout for help  Look for people  Try to signal by waves	Look around for people	Find people direction	Try to hold on to something	Try to shout and reach higher level, shout for help
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Ask Help Try reach shore	Shout for help	Fainting Shout for Help	Starts to drown	Completely drown
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	People spotted them	People arrive to help	People starts to help	Become nervous but safe	Completely safe and happy about it
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People not spotted them to help from drowning	People not arrive to help	Starts to Fear takes over	Completely afraid and drowns	Loses Life
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Fast Detection  Monitoring Dangerous places	Alert Life Guard if Drowning person is spotted	Send Rescue Team Fast	Rescue should have doctor and related equipments to help	Take measure to help injured people from drowning