SCENARIO Entice Exit Extend Engage **Enter** Browsing, booking, attending, and rating a How does someone What do people What happens after the What do people In the core moments initially become aware experience is over? typically experience local city tour experience as they in the process, what as the process finishes? of this process? begin the process? happens? Steps What does the person (or group) typically experience? Giving Wait for delivery Start Email Visit websi Save time, purchase cost free to Browse available Favorite product can Personalized offers added to the for taking care roducts ca watch list for of elders and future use go to work Interactions What interactions do they have at **Product status** payment overlay within [Interaction in a {interaction with each step along the way? Chat-bot are played details section of the website, iOS app viewing all the search delivery product] **Electronic device**] delivery) more efficiently product result in single page ,Android app website post-purchase screens website iOS app, Androidapp [interaction the product] People: Who do they see or talk to? Places: Where are they? Proper address can be **Section of website** Happy as a customer Website login page Things: What digital touchpoints or given for the purchased finding easy to use Getting interest and buy more physical objects would they use? Interaction with interaction with the [interaction with the UI [Interaction with search Customer can get Customer can rate the [Interaction with server and Database] customer request to satisfied wishlist of the website product Relocated the same website for [interaction the App chat-bot] the chat-bot more purchased notification] Help me to get a result link for **Goals & motivations** Feel good the password the login Quality for the product products while viewing At each step, what is a person's correct product product on primary goal or motivation? case it is result ("Help me..." or "Help me avoid...") to get the user reviews search the user **Positive moments** While looking User **Getting the** What steps does a typical person Application it takes more find enjoyable, productive, fun, **Authentication** correct should be motivating, delightful, or exciting? time to search has been product on which feels **Good fashion** easy to use successful **Eagerness** Offered recommendation frustated delivery to get into Good products, Feels happy the website **Customer** is reviews on great deals after satisfied of products on product Advertising Makes receiving a the product delivery, enthusiastic to the product Good product see more good **Eagerness** number of quality of relevant reviews of to get the products products the product purchase **Negative moments** Feels happy Product What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? [Concern for sharing bank [People leave [Quality of the product & product details] must be The product arduous process] cannot be their specific is not good] proper Areas of opportunity How might we make each step proving quality of the products commend the previous sea lign the products according to the better? What ideas do we have? reeting user while exiting the Greeting use while exiting the What have others suggested?