



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.

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

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps	What does the person (or group) typically experience?				
Interactions	What interactions do they have at each step along the way?				
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")				
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?				
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?				

