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

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 What happens after the

typically experience experience is over?

as the process inishes?

##### Steps

typically experience? see the is important after a on community and neighbours possibilities of into practice

What does the person (or group)

instant gradation decision depends Talk to compares the puts training

community center be shared easily large purchase family support current independently

information needs to

##### Interactions

What interactions do they have at each step along the way?

People: Who do they see or talk to?

interaction with sales man

## information

information that can be shared

## increasing global population

impacts on environment

# Final

sales & purchase

# process

#### training programs, Independent & reference

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

provided at demo with others

#### materials

##### Goals & motivations

pArtimeaacrhy sgtoeapl, owrhmatoitsivaatpioerns?on’s

preferences for expectation on

potential user who completing content Receive training and

Learning

(“Help me...” or “Help me avoid...”)

### know about the

service

### setting criteria for Final purchase decision

sources of complete purchase

### information

support as needed

##### Positive moments

What steps does a typical person ind enjoyable, productive, fun,

building

aware of estimate customer who

## empowered

motivating, delightful, or exciting? Excitement excitement

### Interested

have used more

at the moment number of times accomplisement

##### Negative moments

What steps does a typical person ind frustrating, confusing, angering,

information was not difficult for

costly, or time-consuming? clear the first time confused information busy doubt customer

over investment opportunities nervous

##### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

agronomy the science and technology

Information needs

to be easily shared nanotech conversation Agricultural

nanotecnolgy planner economist food rotation agriculture

engineer