## Retail store stock

Buying a product from the shop



Why do we purchase?

What do people experience as they begin the process?

Enter



In the core moments in the process, what happens?



Leave the guide & group

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?

Visit website or app

View detail on a single shop

After deciding to go on this products, they click the Purchase button

Meet the guide & group

Direct interactions with the guide, and potentially other

group around the area, explaining things as they go. Typically this lasts

Experience the product

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?

vebsite, iOS app,or

City section of the website, iOS app,or City section of the website, iOS app,or

City section of the website, iOS app,or

Android app

within the website, iOS app,

within the website, iOS app,

Direct interactions with the guide, and potentially other group members

Direct interactions with the guide, and potentially other

with this person, they will see these

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me have more fun or learn new things on my

Help me make the most of my purchase to this new place

Help me see ways to enhance my new product

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

People love the itself, we have a 98% satisfaction rating

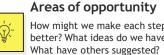
People generally leave feeling refreshed and inspired

**Negative moments** 

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Trepidation about the purchase ("I hope this will be worth it!")

People describe leaving a review as an arduous process



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

How might we make it

How might we totally eliminate this awkward moment?

How might we extend he personal connection