- People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 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
- **①** What steps does a typical person find frustrating, confusing, angering, Slower out come costly, or time-consuming?
- Areas of opportunity How might we make each step

better? What ideas do we have?