

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.

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

SCENARIO Browsing, booking, **Entice Extend** Engage **Exit Enter** attending, and rating a local city tour 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 experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps What does the person (or group) typically experience? Some tours include interactions with shopkeepers or restaurant staff (e.g. on a Completed experiences section of the profle on section of the website, iOS app, Interactions (software like with the guide, and screens website, iOS the website, iOS app, Outlook or website the website, iOS app, app, or Android app or Android ap like Gmail) space like Gmail) What interactions do they have at or Android app each step along the way? The tour guide makes frst appearance at this People: Who do they see or talk to? point, although the customer doesn't interact with them yet Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Help me see ways to about where to go and which one of these people is my guide that my purchase is Help me see what I Help me understand fnalized and tell me without too much enhance my new trip what this tour is all what to do next what to do nex hassle At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") We think people like these **Positive moments** because they have an extremely high engagement rate What steps does a typical person past travelers find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** put in their dates or number of people, which leads them to discover tours they can't the purchase expressed "information ("I hope this will be What steps does a typical person worth it!") actually attend find frustrating, confusing, angering, costly, or time-consuming? How might we help Areas of opportunity people celebrate and remember things they've overload" as they done in the past? How might we make each step better? What ideas do we have? What have others suggested?