SCENARIO

Browsing, booking, attending, and rating a local city tour

Phases

Entice	Enter	Engage	Exit	Extend
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?

Entice	Enter	Engage	Exit	Extend
Ordering new stock — The customer faces the problems when new orders are to be placed	**Start purchase of the solution?** — after decising, the go on to purchase the solution	**Get the software solution delivered to the customer** — the solution is diivereed to the customer and the working is explained to them.	**Prompt for review** — A email and a message is sent about how it is performing and if any queries need to be solved	**The used solution and period of use appears on the app.** — The used solution appears on the list and will remind you of the experience
Starts looking for some solution — He/she starts to search for solution on online like websites or ads	**confirm the purchase** — After thorough knowledge is gained a purchase order is placed	**the customer orders the goods required using the solution software** — the required goods will be ordered using the previous datasets and analysing the demand and supply	**Writing and submitting review** — the customer gives a review and feedback form along with rating	**Personalized recomendations** — personalized recommendation for another solution or to share it with friends & family.
Browse — Browse deeply through the matching solutions	**The solution is explained by the provider** — after the purchase is done the solution details is shared with the customer	**Experience the inventory storage mimimal usage** — the minimal storage will lead to better profits and higher return of investment		
View detail on existing solution in progress — starts contacting the person already using the solution and learns about it				

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?

Entice	Enter	Engage	Exit	Extend
Booking through the app or software depending on the device.	A easy interface very friendly to the user	Direct interaction with the customer gives a pleasant knowledge sharing source	Depending on the solution they have taken	A satisfied customer is put up on the company website logs
Shows all the available options depending on the size of inventory	Easy payment overlay	Interaction with the goods delivered so to know the restock for rough calculations	Direct interaction with the customer	
A demo video they can watch to experience how it works	A completely friendly visualization on the goods	Most common things people interact with are goods, customers.		
The solution if it is compatible with the present inventory space				

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

Entice	Enter	Engage	Exit	Extend
Help me avoid excess storage of goods	Help me get through this payment without too much hassle	Helps me feel confident on running the inventory without any hassle	Help leave the place with a satisfied feeling	Help me see what i was doing before this solution and post solution.
Only to store the most demanded goods	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Helps me make most out of the solution in terms of time aswell as profit		
Help me understand what this is all about				

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

Entice	Enter	Engage	Exit	Extend
Its fun looking at various options which makes theyre storage problem easy	Excitement about the implementation of the new solution.	The solution being so good that people tend to recommend it to their friends and family	People leave the place with a very happy feeling and confirmation they will come back for it	People like to compare different types of ROI on bussinesses
A demo video or a video from a previous customer will give them more confidence		People love the solution having a satisfaction rate of about 95%		
The confidence that the solution is really affective				

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

Entice	Enter	Engage	Exit	Extend
People sometimes are scared to change to new solutions thinking it will spoil the present pace itself		people find about the system updates	customers report reviews honestly based on experience	
People experience a lot of unwanted or overload information also		People find it annoying if any bugs are present		
People feel that the solution might be too expensive to afford				

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

Entice	Enter	Engage	Exit	Extend
Could we place a live interaction or a demo for clear understanding		Take the customer feedback and clear it within 24 hours	How we might take the review and welcome for any POV	How we will remind them to celebrate or provide offers to our valuable customers
Make it easier to compare with the solutions provided by others				
A easy solution to avoid storage overload with high ROI				