

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.

SCENARIO Web Phishing Browser Extension	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	They become aware of the problem after learning about the dangers of data being stolen They become aware of the browser extension due to word of mouth Scared of their data being stolen.	The users first search for the extension in the chrome marketplace. They are informed about the dangers of web phishing and the need for this extension.	They use their favourite websites as usual without any intervention It would inform the user about the authenticity of the website and let the user take the final decision. The extension would run the background check on the website by an ML algorithm.	The model runs the background check on the website. The extension lets the user know about the authenticity of the website.	They use their favourite websites as usual without any intervention. They are informed about the dangers of web phishing and the need for this extension.
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?	People educate others on the dangers of websites stealing users' precious data They write reviews about the browser extension They was a bout the browser extension They have conservations with their peers about a solution for web-phishing	They read reviews from the chrome marketplace They interact with the extension by pressing the icon in the top right of their browser.	They read reviews from the chrome marketplace They can interact with the extension by clicking the icon on the top right of their browser.	They read reviews from the chrome marketplace They can interact with the extension by clicking the icon on the top right of their browser.	People educate others on the dangers of websites stealing users' precious data They have conservations with their peers about a solution for web-phishing
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The primary goal is to be sure that the website is not stealing people's data	The main goal at this stage is to give all the permissions required by the extension. This is important as the whole process could only work with the required permissions.	The main goal at this stage is to give all the permissions required by the extension. This is important as the whole process could only work with the required permissions.	The main goal at this stage is to give all the permissions required by the extension.	The primary goal is to be sure that the website is not stealing people's data Increase the accuracy and speed of the model to classify websites.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The users would just use the websites they use on a daily basis. The users would be assured from the extension when the website they're using does not steal their data	The users are able to completely understand what the extension is going to do. The users are well informed on the dangers of web phishing.	The model is able to classify whether the website is authentic or not The user is content with knowing that the website they're currently using does not plan to steal their data.	The users would just use the websites they use on a daily basis. The users are well informed on the dangers of web phishing.	The users would just use the websites they use on a daily basis. The users would be assured from the extension when the website they're using does not steal their data
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Users might be worried that the website is stealing their data. They might be worried that their data might be used for unethical purposes.	The users might be sceptical to give the extension permissions.	The user could have doubts about the authenticity even if the extension tells them its authentic.	The user might have some problem with understanding the extension's advices. The user might have some problem with understanding the extension's advices.	The model might not run as fast as the user would like.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We can promote the extension by google ads We could educate people about the dangers of web phishing	We could make this better by having an easier way to download the extension.	We could make this better by having an algorithm that can classify better. We could make the UI more engaging.	We could educate the users about web phishing. Ask them to leave reviews and rate the product.	One of the main things to improve on is to increase the accuracy and efficiency of the model.