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| --- | --- | --- | --- | --- | --- |
| **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **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? | **Access Website Read tutorial Upload image**  The client navigates The user reads the The user uploads to the user screen instructions for their image  operation. | **Image upload Text Output Screen**  The users will be After recognition, the presented with an result is a text file  image upload with recognized screen. digits. | **Image Scan ML Processing Convert to Text**  The system begins The Algorithm will The output of the  scanning the image begin to recognize algorithm with  uploaded by the the digits in the recognized digits is  client image converted into a text file | **Exit website**  The client can download digit- recognized text file. | **Rating**  The customer can provide rating based on their experience. |
| **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? | **Tutorial section of Image upload**  **the website section**  **Text file download section** | **Image upload Output Section. section** | **The system scans The Algorithm will The website will the uploaded image recognize digits on display the text file**  **the image for download** | **Interaction with the client** | **Customer provides rating if they wish.** |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | **Help me find the Help me understand Help me upload the website instruction image** | **Help me upload the image** | **Help me download the file** | **Help me exit** | **Help me rate the website** |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | **Understanding the Uploading the**  **instructions for image**  **upload** | **Process begins** | **Downloading the output file** |  | **Providing good rating** |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | **Unable to access Unable to upload the website in case image**  **of server error** | **Process error** | **Digits not recognized properly** |  | **Providing bad rating** |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | **Pop up notification Window alert in for unsupported file case of multiple**  **format image upload** | **Preview of the uploaded image** | **Provision to download the output as an excel file** |  |  |

