SCENARIO Browsing, booking, **Entice Exit Enter Extend** Engage attending, and rating a local city tour How does someone What happens after the What do people 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? User experience while using the User experience User experience **User experience** User experience User experience Steps Difficulty in communication Visit application while using the while using the while using the while using the **User experience** while using the application. while using the application. application. application. What does the person (or group) application. typically experience? Most customers A customer Get the information User experience User have to install User experience User experience User experience User experience discover this as they User experience while using the while using the about the user using to use this while using the while using the while using the search for the while using the application. application. conversions online. application. application. Complete Interactions Audio and facial Recommendations Direct interaction Direct interaction Sign to audio Audio recognition Your interaction experience of the User login overlay user's phone/email with the people. across websites, conversion is with people using and signs are recognition are starts when you get user after the usage within the android available. available in different android. available in different the application into the application. What interactions do they have at in android display. panel pane each step along the way? If the user wants to People: Who do they see or talk to? The user looks for interact with the person Often takes place at the same app when they want he/she gets the related place where the group met Places: Where are they? content they already the guide, but not always to interact. communicated. Things: What digital touchpoints or physical objects would they use? Help me feel **Goals & motivations** Help me convert this Help me leave the Help me feel good Help me see what i Help me convert this Help me convert th Help me see what i confident to face Help me convert this to sign without any app with full have done before. about my decision. audio to sign. can do. public without fear. sign language. satisfaction. At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** User will feel helpful Your information wil It is easy to convey be helpful in making with their past and get information information. this easy. What steps does a typical person they need. find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** Evaluating wrong expression of the What steps does a typical person user. find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have?

What have others suggested?

it worldwide.

Everyone can be able to use this application.