Document an existing experience

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| --- | --- | --- |
| |  | | --- | | SCENARIO  Browsing, booking, attending, and rating a local city tour | | Entice  How does someone initially become aware of this process? |
| Steps  What does the person (or group) typically experience? | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | checking for updates | | |  | | --- | | searching for solutions | | | |  | | --- | | d person during checking for any recently available iechnobgles deer or dump people | | |  | | --- | | deaf Who are not to speak the technology that helps to co Cate | | |
| Interactions  What interactions do they have at each step along the way?  n People: Who do they see or talk to?  Places: Where are they?  a Things: What digital touchpoints or physical objects would they use? | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | they keep InteracEng  With technically strong and engineering stdents | | |  | | --- | | they go placce swho the information or machines that helps deer people | | | | theytry to create new things by thier intuition | |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me..." or "Help me avoid...") | |  | | --- | | during this step the motivation of the person is to find a better technology | |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | |  | | --- | | they get Several information related te advanced technology during searching the application | |
| Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | |  | | --- | | they get more information which will get them confused | |
| Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested? | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | they get good Ideas  and informations tegaring adanced technologies | | |  | | --- | | they get more suggestions from different people | | |

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.



