

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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

| 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? | Visit the website or app Customer needs fashion advice The user should navigate to our website or app. [caption describing what someone typically experiences during this step] | Load user preferences Start chatting with the chatbot The user should login to the app by using mail or phone number. Personalize fit for the individual The user can chat with the chatbot which is preprogrammed. | Select the best recommendations Confirm order Confirm payment User has to select the recommendation that suits him. User confirms the order by giving the address Customer can do payment using card and UPI. | With the new recommended fashion User gains confidence With the new recommended confidence Customer gets the desired product by courier service | Personalized recommendation Recommendation gets improved according to the previous orders |
| 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? | Sign up / sign in for the user fashion section of the website, or Android app | Interacts with the chatbot | Chatbot provides best recommendations Payment overlay within the website, or Android app | Receives the product within 5-7 business days | Completed experiences section of the profile on the website, or Android app |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Help me to login / register Problem Help me solve my problem | Help me to select recommendations | Help me to confirm address Help me get through this payment part without too much hassle. | Help me leave the app with good feelings and confidence | Help me to improve my next search |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Saves time Saves cost | The customer can get their problem solved | Safe payment | Gains confidence | |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Network issues Illiterate people find it hard to use | Several people expressed "information overload" as they browse | People express fear to do online payment | We have very low review rates | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Provide a simpler summary to avoid information overload Make it easier to compare and shop for experiences | By these technology most people free to solve their fashion insecurities and problems. | | | |