# Retail store stock

SCENARIO

Buying a product from the shop



## Entice

Why do we purchase?



# Enter

What do people experience as they begin the process?



# **Engage**

In the core moments in the process, what happens?



What do people typically experience as the process finishes?



### Extend

What happens after the experience is over?



What does the person (or group) typically experience?

Visit website or app

Meet the guide & group

Leave the guide & group

If other users interact with this person, they will see these completed tours also



## Interactions

What interactions do they have at each step along the way?

Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

People: Who do they see or talk to?

Places: Where are they? Things: What digital touchpoints or physical objects would they use?

City section of the website, iOS app,or Android app

The customer looks for the group or guide, ofter from a distance as they walk closer

Often takes place at the same place where the group met the guide, but not always

Depending on the tour participant and guide, tipping/cash may be involved



### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

People love the itself, we have a 98% satisfaction rating

People like looking back



# **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

the purchase
("I hope this will be
worth it!")

People describe leaving a review as an arduous process



# Areas of opportunity

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

carry over the city from your booking? (e.g. via a cookie)

eliminate this awkward moment?