Entice Exit Enter Extend Engage How does someone What do people What happens after the What do people In the core moments **SCENARIO** experience is over? initially become aware typically experience in the process, what experience as they of this process? as the process finishes? begin the process? happens? Browsing, booking, attending, and rating a local city tour Logout with solved issue. If issue not solved then the ticket will not be removed. The issue will be solved. What does the person (or group) After issue has been solved the raised ticket is removed. Due to some criticality it takes some times to solve the problem. Easily logout and issue has been solved. typically experience? Easy step which needs simply user name and password Admin will get
alert of
complaints and
assign it to
available agents. Agents contact the customers and solve the problem. Logout their page. After login a profile page will be visible. Interactions What interactions do they have at each step along the way? User interact with login server by username and password. People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** Login successfully without any interruptions. What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** find frustrating, confusing, angering, costly, or time-consuming?

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