Retail store stock

SCENARIO

Buying a product from the shop



Why do we purchase?



Enter

Start purchase the products

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

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?

section of the website, iOS app,or Android app

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

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

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

within the website, iOS app, or Android app

within the website, iOS app, or Android app

with the guide, and potentially other group members

Help me make the most of my purchase to this new place

Direct interactions with the guide, and potentially other group members same place where the group met the guide, but not always

To some degree, this is communicating indirectly with the tour guide, who will see their review

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

Goals & motivations

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

fun or learn new things on my

Help me understand what this retail is all about

with the guide, and potentially other

Help me see what I've done before

Help me see ways to enhance my new product

Positive moments

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

costly, or time-consuming?

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

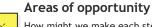
People generally leave feeling refreshed and inspired

Negative moments

What steps does a typical person find frustrating, confusing, angering,

People express a bit of fear of commitment at this step

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



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

People describe leaving a review as an arduous process