✴



Document an existing experience

**TIP**

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

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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SCENARIO**  **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? | **Continues radio Involve the local**  **and media in the**  **television planning process.**  **broadcaste.**  **Develop coordinated Setup awareness preparedness among booths at school the local industry and public places** | **If you have insurance**  **and damages, you Tracking and**  **must fle a claim with analyzing real-time**  **your insurance data**  **compan** | **The provision of**  **Increasing public situational**  **awareness about awareness and**  **reducing the socio decision**  **economic impact.**  **support,** | **We can measure Identify**  **disaster risk by Critical**  **analysing trends. Operations** | **How we can**  **poverty may prepare**  **exist on the**  **disaster**  **problems** |
| **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? | **Live in Develop mutual**  **environment aid**  **affecting and assistance agreement.**  **places** | **Through**  **Rehabilitation social media via internet.** | **Design of**  **system Through**  **which support social**  **protection and media we can**  **prevention prepare.**  **policy** | **Detect detection**  **wildfire. based** | **GPS satellite Classify the**  **could**  **warn the disaster**  **incoming on various**  **disaster. parameter** |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | **Help me to Help me to**  **assure achieve**  **appropriate**  **assistance to rapid and**  **victims effective**  **of disaste recovery** | **lay beliefs regarding prosocial behavior.** | **Help me to feel**  **safety during disaster.** | **helps to minimize economy disaster** | **Help me to deal with climate related risk** |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | **Accelerated Create an**  **replacement emergency**  **capital management**  **plan** | **Rebuilding effort** | **Limit exposure to images of the**  **disaster** | **Increases recovery** | **creating condition for growing plants.** |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | **People lose home possession and community.** | **Loss of utilities** | **Loss of their lives and people may go for depression** | **Loss of utilities like electricity.** | **Exposure economic growth** |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | **Planning to warn people which will**  **minimize the effectr.of disaste** | **Don't keep fuel sources on your property** | **Use fre resistant building materials when possible** | **Reduce the level of inequality** | **Ensure timely and**  **effective response to disaster** |