SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Easy to understand

the website to

purchase



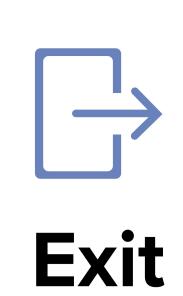
Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

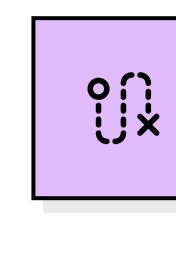


What do people typically experience as the process finishes?



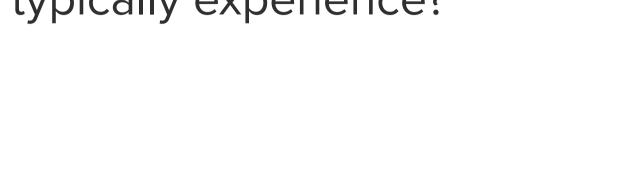
Extend

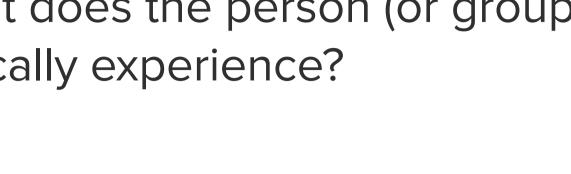
What happens after the experience is over?

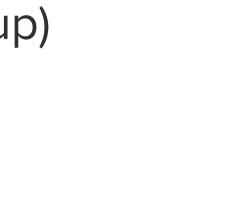


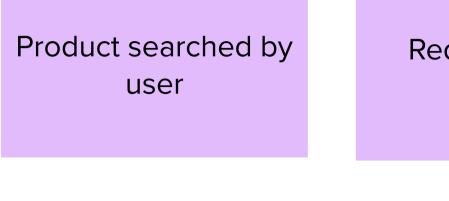
Steps

What does the person (or group) typically experience?

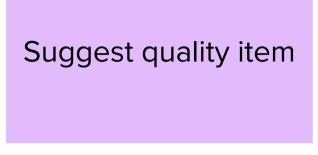




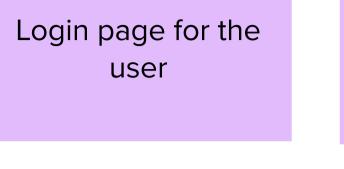






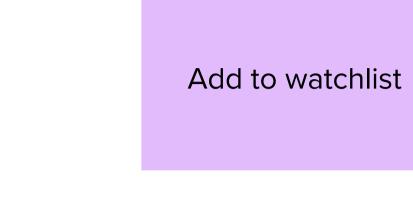


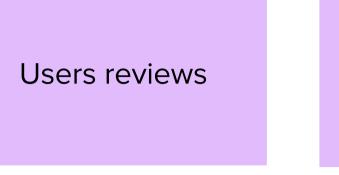
Provide offers



Items are categorised

Application login





viewing the results in

Makes enthusiastic

to see more number

of relevant results

Displaying some advertisement while viewing results



search box works

more efficient

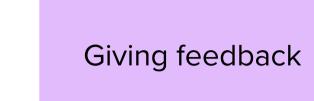


Waiting for the



Payment process

works more secure

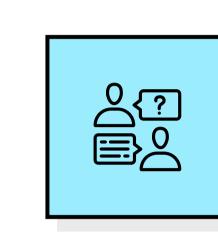


Upadates through notification

It helps to suggest more number of

products based

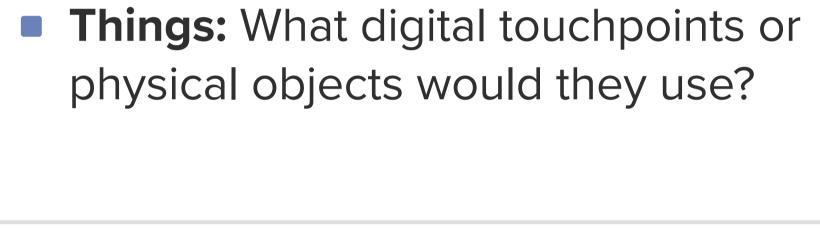
upon interest



Interactions What interactions do they have at

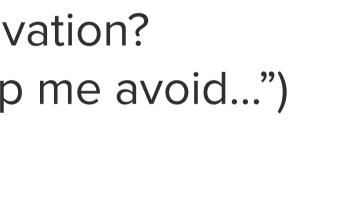
each step along the way? People: Who do they see or talk to?

- Places: Where are they?
- 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...")



Help me to find a better product

to view relevant

results

Pages can be

interacted user

friendly to users

Help me to avoid defects products

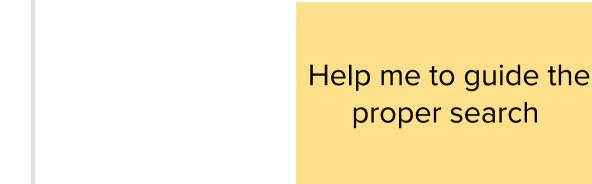
Help me to get a reset link for a password incase it's incorrect

Valid and proper mail

id to login

Help me to avoid more time while loading

Search box provided



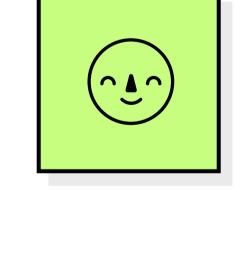
Help me to avoid time lagging while loading the results

Help me to get a quality product

Help me to avoid crime while payment

Proper address

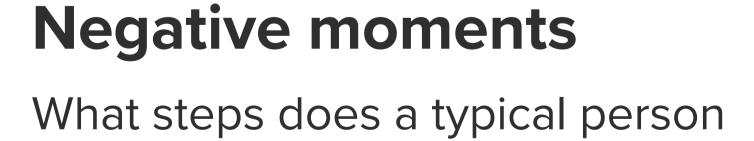
Help me to avoid more number of



What steps does a typical person

Positive moments

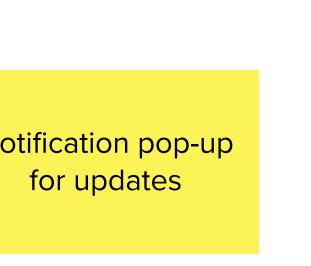
find enjoyable, productive, fun, motivating, delightful, or exciting?

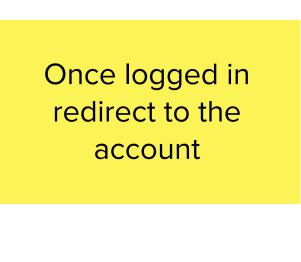


find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

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

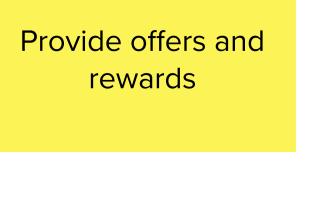




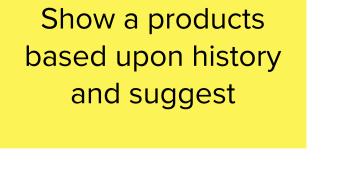
While login the Page

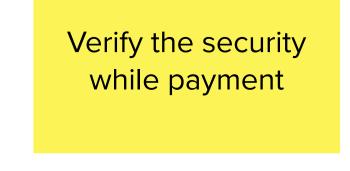
it need more

information









It feels make

frustrated when it

takes more time than

given time to deliver

time without

Products must be