



Document an existing experience

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.

TIP

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

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?	Research car option User searches for car based on criteria they select. User may plug in location and/or price range.	Examining the needs and wants User is looking for a car that fulfills their needs.	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).
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?	Research car option Browse through thousands of models listed on the website.	Examining the needs and wants Choose the suitable car that fulfill our needs among the wide range in the website.	Research Value Check out each car's top the banner, doors, and the body.	Research Value Examining the interior, speedometer and everything else in the car etc.,	Research Value Just like in real life, with our \$50 tour that brings you a virtual showroom experience in a website.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Research car option User wants to buy a car that fulfills their needs.	Examining the needs and wants The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Research car option User wants to buy a car that fulfills their needs.	Examining the needs and wants The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Research car option User wants to buy a car that fulfills their needs.	Examining the needs and wants The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Research car option User wants to buy a car that fulfills their needs.	Examining the needs and wants The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).	Research Value The dealer or user value of car is the value of the car plus its depreciation cost (or its depreciation cost only).