**SCENARIO** 

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

# **Entice**

How does someone initially become aware of this process?

A Customer navigates

or app



### **Enter**

What do people

experience as they

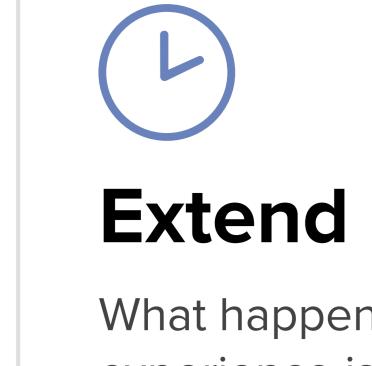
begin the process?

In the core moments in the process, what happens?



## **Exit**

What do people typically experience as the process finishes?



What happens after the experience is over?

## Steps

What does the person (or group) typically experience?

View details about The customer see information above the status of their

Start purchase of a ticket After deciding to go somewhere they purchase the tickets.

Ticket booking system of the

website ios app or

android app

Admin can allot agent to the customer that will be alerted to the customer with an email

**Email Alert** 

The customer deal with the issues and they can post their complaints in their website

Engage

He is responsible for all the process in the system. He will alert an email to the customer with an assigned agent. Whenever the customer post the complaints,their assigned agent solve their complaints.

**Customer** satisfaction The customer get satisfied after their assigned agent solve their problems.

After the problem solved,the customer writing and submitting their reviews according to their satisfaction

Writing &submitting

The customer who get satisfied by their agent are created awareness about our system

More customer use our system because their issues related to their are easily solved

# 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?

system of

The agent makes first appearance at this point although the customer doesn't interact with them yet.

Agent interact with their customer to solve their problems

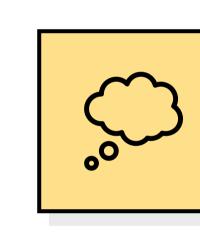
Ticket booked within the website,ios app or androidapp.

Customer's can track the status of their tickets.

They can easily our system

Our satisfied customers recommend other users.

Agent and admin of our system are popular to the worldwide.



#### **Goals & motivations** At each step, what is a person's

primary goal or motivation? ("Help me..." or "Help me avoid...")

with the agents

Help me to get quick responses from the system.

Help me to solve the issues related to network

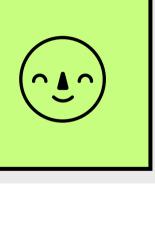
Help me to access

Help me feel the problem

Help me feel good about my decision about tickets issues Help me leave the problem with good feeling and no awkwardness

Help me see what i have done before

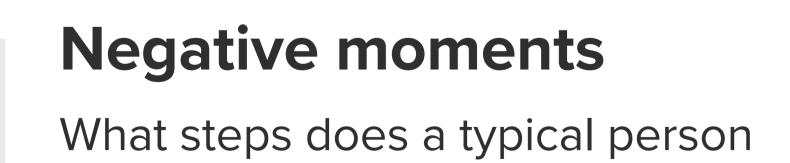
Help me see what i could be doing next Help me to get satisfied with our agents



#### What steps does a typical person find enjoyable, productive, fun,

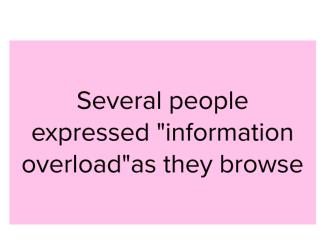
**Positive moments** 

motivating, delightful, or exciting?



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



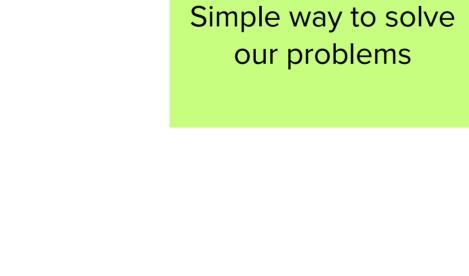




Easy to access the application or

website

Easy to access with our local devices



customer to track the issues

Mail alert help the

Because of unsatisfaction in our website leads to unawareness about our application



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

