

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.



Browsing, booking, attenting, and rating a local city tour	Entice How does sorrooms initially become assume of this process?	Enter What do people superience as they begin the process?	Engage In the case moments In the process, what	Exit What do people typically experience as the process distable?	Extend What happens after the experience is over?
Steps What does the person for group) typically esperience?	The second secon	Frames for general and the second of the sec	Spreading strate Common Service and Servi	Initiation and the second seco	Suggest framen Supplemental Sup
What interactions do thely 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?	Transport case Transport case Transport case Sept 1 and cas	Annual of the control	The one state they had not come the control of the	Exist will easy be described on the second of the second of the second or regardly districtly.	Statement and a few control of the c
Goals & motivations At each day, what is a person's prinary goal or motivation? ("Help ms" or "Help me avoid")	Street Agency of the Commission of Commissio	Management for the State of the Control of the Cont	Returning True State annuals Charles Charles State annuals Charles Ch	Providing Basing Standing positive Constraint topics and the providing standing stan	Collective tests of service colony, and colonidate tests of service colony, and colonidate tests of service colonidate co
Positive moments What also alone a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Section 2010 Manufaction from the This personner of the Parties of the Section 2010 Manufaction (Section 2010)	from Landy and year. The shades are controlled to the shades are controll	Empirication dustrial Specification formats Service States Service	based or managing of them being of the control of t	Same free and making
Negative moments What steps dose a typical person fled transling, confusing, angeling, costly, or time-consuming?	The section regard production of the foreign regarding production of the production	Territorian (Marie of Dec.)	Endy moral grane	in region and the second secon	Medicanh (
Areas of opportunity How might use make each step betted What ideas do we have? What have others suggested?	(A) in the contract of the con	Matter digitals surriges - and surrough	Transporter Control Co	-	Benegation aspects appear and the second appearance aspects as the second appearance as the second appearance aspects as the second appearance aspects as the second appearance as the second