













## 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, mark each step "Pass fail" the left or right depending on the scenario you are documenting.

 <p><b>Scenario</b> Browsing, booking, attending, and rating a local city tour</p>	 <p><b>Entice</b> How does someone initially become aware of this process?</p>	 <p><b>Enter</b> What do people experience as they begin the process?</p>	 <p><b>Engage</b> In the core moments in the process, what happens?</p>	 <p><b>Exit</b> What do people typically experience as the process finishes?</p>	 <p><b>Extend</b> What happens after the experience is over?</p>
 <p><b>Steps</b> What does the person (or group) typically experience?</p>	<div> <div>Found</div> <div>Learned quickly</div> <div>Was aware of process early on</div> <div>Initial contact</div> </div> <div> <div>This customer needs more help finding their needs</div> <div>Customer experienced the customer service process in a positive way</div> <div>The customer was able to find the right tour for their needs</div> <div>The customer was able to find the right tour for their needs</div> </div>	<div> <div>Browsing the process</div> <div>Customer was able to find the right tour for their needs</div> <div>Start by searching the type of tour</div> <div>Was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Learning details</div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Check availability of tour options</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Initiation</div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Was meeting with customer to provide the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>
 <p><b>Interactions</b> What interactions do they have at each step along the way?            • <b>People:</b> Who do they see or talk to?            • <b>Places:</b> Where are they?            • <b>Things:</b> What digital touchpoints or physical objects would they use?</p>	<div> <div>Customer was able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div> <div> <div>They were able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>They were able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div> <div> <div>They were able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div>	<div> <div>They were able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div> <div> <div>They were able to find the right tour for their needs</div> <div>They were able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>
 <p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>
 <p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>
 <p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>
 <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>	<div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div> <div> <div>Customer was able to find the right tour for their needs</div> <div>Customer was able to find the right tour for their needs</div> </div>