

## 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.

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

| 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?   | Continues radio and television broadcaste.  Develop coordinated preparedness among the local industry  Involve the local media in the planning process.  Setup awareness booths at school and public places | If you have insurance and damages, you must fle a claim with analyzing re your insurance compan | eal-time Increasing public situational                   | We can measure disaster risk by analysing trends.  Identify Critical Operations | poverty may prepare on the disaster problems  |
| 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? | Live in  environment  affecting  places  Develop mu  and assistar  agreemen   | Rehabilitation social m   | nedia which support social media we can                  | Detect detection based  | GPS satellite could warn the incoming disaster.  Classify the disaster on various parameter |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")   | Help me to assure appropriate assistance to victims of disaste recov  | and regarding prosocial   | Help me to feel safety during disaster.                  | helps to minimize economy disaster  | Help me to deal with climate related risk   |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | Accelerated replacement capital management plan   | Rebuilding  | Limit exposure to images of the disaster                 | Increases recovery  | creating condition for growing plants.  |
| Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?  | People lose home possession and community.  | Loss of utilities   | Loss of their lives and people may go for depression     | Loss of utilities like electricity.   | Exposure economic growth  |
| Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?  | Planning to warn people which will minimize the effectr.of disaste  | Don't keep fuel sources on your property  | Use fre resistant building materials when possible       | Reduce the level of inequality  | Ensure timely and effective response to disaster  |

