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 "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	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?	[step 1] [step 2] [User Have To Register] [User have to choose their News preferences]	[step 1] [step 2] [User Get Daily News] [they could select different genre]	[crisp news] [Ad free] [the user could get a crisp news] [there no ads in between the news]	[Quality time] the user will think that it was a quality time spent	[Quit] After the user finishes reading the news the could quit the application
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?	[They wont meet any people(real time)] [News will be location specific] [Phone]	[FAVORITE NEWS] [UPDATED NEWS] [They can add the news as favourites] [All news are updated news]	[LIKES] the user could like the news	They could share their knowledge to others now they could do their other works.	Top news will notified using notifications users could see the news again and again
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	[To know daily news without having to spend more time] [Persoanlised News]	[step 1] [step 2] [to get updated] [to aware of the society]	[helps the user to gain knowledge] [user could get trusted news from trusted sources]	[helps the user to feel like its enough for them] [it makes the user to think that this single application is enough for gaining knowledge]	User also share the news through social media as the news was short they could easily remember and they can share with others
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Any exciting News that a person want to see]	[knowledge gain] [Anytime access] [remote access]	[one tap updation] [user will be satisfied by our UI] [helps the user to gain knowledge]	[Time consuming] [just skimming is enough]	by giving notifications user won't forget to read news as the interface was smooth they will use the app for longer period
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[Any sad news that a person dont want to see]	[push notifications] [old news]		for some of them the old news will annoy them. some times the source server will be slow	Some of the users will be annoyed on seeing too many notifications
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	[by giving quality news] [good interface]		[to find the best sources]	Many alternative sources should be gathered.	to give notifications with catchy phrases