

Browsing, ordering,
purchasing and rating of a
product

Steps
What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

- Goals & motivations**
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

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

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