

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, cover each these "Five E's" the left or right depending on the scenarios you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	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?	<div>1. Step 1</div> <div>2. Step 2</div>	Children need emotional as much as physical safety, especially during CPS investigation.	Children in care want to be seen as 'normal' rather than 'vulnerable' and 'bad'.	Children in CPS are not a homogenous group, this should reflect in research as well.	CPS policies are adopting UNCRC: the protectionist discourse prevails in practice
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Interaction with a person</div> <div>Interaction with a place</div> <div>Interaction with a thing</div>	It's essential that interactions between your employees/volunteers and the youth you serve are appropriate and positive	it's important that you identify behaviors that fall into the categories of appropriate,	At the same time, inappropriate or harmful interactions put children and youth at risk for adverse physical and emotional outcomes	the importance of appropriate physical, emotional, and verbal boundaries.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Goal or motivation</div> <div>Goal or motivation</div>	Realistic, meaningful goals have plenty of other benefits too	We see tens of thousands of students go through our programs here at ID Tech on a yearly basis.	the motions of school and learning, it's difficult for some kids to realize the endgame.	I bring it up because one great way of helping kids and teens with their goal setting is to show them that success
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Observation of a positive moment</div>	Positive attention is when you respond to your child with warmth and interest	Positive attention helps your child feel secure and valued.	Positive attention is important for your child's self-image and development	You can use everyday moments to give your child positive attention
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Observation of a negative moment</div>	Children's early experiences shape who they are and affect lifelong health and learning. This is not about a return to the way things	children need safe and stable housing, adequate and nutritious food, in child care settings and in school. the pandemic affects children most of all.	The recent financial crisis of the Great Recession has taken a negative toll on families across the country and beyond	stability and support young children need for positive development. Be aware when the time to be intimidated or paralyzed by
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Idea</div> <div>Idea</div>			Millions are missing out on basic health services, education and protection	