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?	The first step is Awareness Advocacy phase Advertisement, social media ,websites Consideration phase	Confused about how to use Perform internal stakeholder interviews	Educate and Engage the stakeholders Monitor an feedback from customers		Satisfaction of Customers Live chats, E-mail
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?	Always interact with Customers Interact with some websites or E-mail, Chatbox who is on the Market	Social Mobile apps media	Always make conversation between customers. E-mail, Chathots phone	Report common issues	Always make contact with them
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Increase Awareness Make interest visitors	Interest website customer	Generate positive customer reviews count Make touch with customers	Online sale	Make some Offers and reduce the costs Free trails
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Trust , Costless	Provide better helpful to the quality Customers	Delightful: Free trails and Reliable Provide more offers	Make satisfaction	Provide more frequent updates
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated about reviews from others	Unknowing about how to use	Conversation may not keep with customers No	Feel When unhappy to wait for a bit of long time when unexpected problem arise	Make more offers
How might we make each step better? What ideas do we have? What have others suggested?	See and approch things from a customers Empower word of mouth	Provide better stream quality It need to be validated	Give some introduction about products Make some help desk	Complexity of the journy Give some demo products	Its need to be updated be updated Validated to keep up with constantly changing users Validated to Need advanced technologies