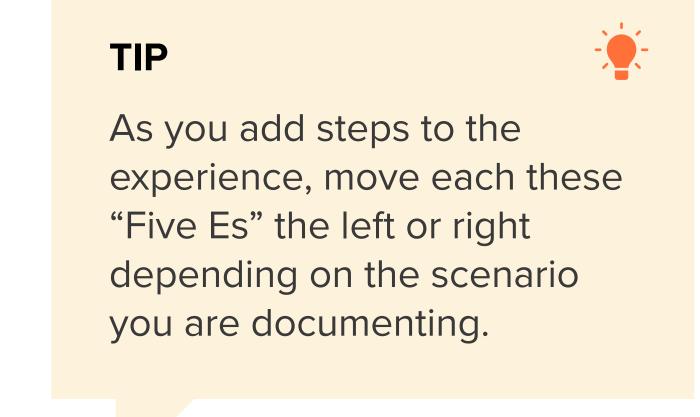


Areas of opportunity

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.



Customer **SCENARIO** experience Engage Entice What happens after the What do people journey map In the core moments local city tour typically experience as the process finishes? experience as they in the process, what Use this framework to better anxiety illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize s **laterestises** vations with gives the accurate result tell the exact stage of the disease patients can engage with the doctors and clarify their doubts and confusions real le ratinteractions do they have at each step along the way? on your hunches or assumptions. • People: Who do they see or talk to? To know level of risk of vision loss section of the website IOs Places: Where are they? At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

