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.





Entice

How does someone initially become aware of this process?

\rightarrow

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?



(L)

What happens after the experience is over?



Steps

What does the person (or group) typically experience?





Report the website it detected phishing.





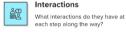












each step along the way? People: Who do they see or talk to?

- Places: Where are they?

Things: What digital touchpoints or

physical objects would they use?

primary goal or motivation? ("Help me..." or "Help me avoid...")

Goals & motivations At each step, what is a person's



To reduce the loss o privacy data

Identifying the phishing sites







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?