## Retail store stock

## Team ID: PNT2022TMID31937

SCENARIO

Buying a product from the shop



Enter

Start purchase the products

What do people experience as they begin the process?



happens?

Engage In the core moments

in the process, what



Leave the guide & group

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

What does the person (or group) typically experience?

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?

or app

City section of the website, iOS app,or

City section of the website, iOS app,or Android app

Often takes place at the same place where the group met the guide, but not always Depending on the tour participant and guide, tipping/cash may be involved

Goals & motivations

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

People love the itself, we have a 98% satisfaction rating

If other users interact with this person, they will see these completed tours also

Positive moments

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

What steps does a typical person

Negative moments

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?

the purchase
("I hope this will be
worth it!")

How might we totally eliminate this awkward moment?

People describe leaving a review as an arduous process