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?	See demos st community center	Information needs to be easily shared	instant gratification is  important after a  large purchase  decision depends on  community and  family support	Talk to neighbours	Compares the possibilities of current	puts training into practice independently
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?	interaction with salesman at demo	information provided at demo	information that can be shared with others  increasing global population	impacts on environment	final sales, purchase process	Training programs, independent, reference materials
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Potential user who know about the service	Learning	setting criteria for preferences for completing sources decision of information	expectation on content	complete purchase	Receive training and support as needed
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excitement	Building, interest	Interested  Aware of estimate the moment	customer who have used more number of times	Empowered	Accomplished proud
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	information was'nt clear first time	some information was confusing	Busy, overwhelmed, conflicted Family doubt over investment	lack of financing opportunities	nervous and made of doubt	Difficult for customer to train others
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Agronomy the science and Technology of producing	Information needs to be easily shared outside demos & workshops	Nano Technology  Conversation planner	Agricultural economist	Legume rotation	Agriculture Engineer