

	Scenario	Entice	Enter	Engage	Exit	Extend
	Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps	What does the person (or group) typically experience?	Measurement of local area customers Posting advertisement on social media Targeted email and social media Utilizing local marketing group for marketing	According to the tour, choose date Payment option by using and supporting date Choosing day and updating to SMS Increasing availability of date for future marketing	Process starts with customer understanding and understanding Analysis of the of priority Monitor and analyze results	Evaluation of final results Method of generating the data to support Take appropriate for the data and the data	Share and gather for the data and the data Take appropriate for the data and the data Take and gather for the data and the data
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?	While there is the person the user How to make the person the user To help the person the user	Evaluation of the data and the data Choosing the data and the data How to make the person the user How to make the person the user	Evaluation of the data and the data Choosing the data and the data How to make the person the user How to make the person the user	Evaluation of the data and the data Choosing the data and the data How to make the person the user How to make the person the user	Evaluation of the data and the data Choosing the data and the data How to make the person the user How to make the person the user
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me," "or "Help me avoid...")	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user
Positive moments	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user	To make the person the user To make the person the user