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?	Access Website Read tutorial Upload image The client navigates to the user screen The user reads the instructions for operation. The user uploads their image	Image upload Screen Text Output After recognition, the result is a text file with recognized digits.	The system begins scanning the image uploaded by the client The Algorithm will begin to recognize the digits in the image The Algorithm will begin to recognize the digits in the image Convert to Text The output of the algorithm with recognized digits is converted into a text file	The client can download digit-recognized text file.	The customer can provide rating based on their 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?	Tutorial section of the website Text file download section	Image upload section Output Section.	The system scans the uploaded image The Algorithm will recognize digits on the image The website will display the text file for download	Interaction with the client	Customer provides rating if they wish.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me find the website Help me understand instruction Help me upload the image	Help me upload the image	Help me download the file	Help me exit	Help me rate the website
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Understanding the instructions for upload image	Process begins	Downloading the output file		Providing good rating
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unable to access the website in case of server error Unable to upload image	Process error	Digits not recognized properly		Providing bad rating
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Pop up notification for unsupported file format Window alert in case of multiple image upload	Preview of the uploaded image	Provision to download the output as an excel file		