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?	Coming up with your idea and developing a business plan  Planning is what sets the ball rolling aware of the product they are buying	A variety of skills used in management, finance, sales and customer service  Gives retailers the chance to express their vision, values, and points of view  Your idea and developing a business plan	Selling the products to the customers  For them to bond so completely that they must take it home and use it as their own  You need the goodwill to carry on past a single sale into a lifetime bond with your loyal customer	Ensuring you carry  merchandise that  shoppers want  An outage or  disruption in service	Actively promote customer's  Make your brand appear more trustworthy
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?	Talk like a human Go where your customers are hear conscientious	Discovering what users need  Designing a potential solution  solution  Improve organizational performance	Personalize your communication  Use live chat for retail customer engagement	Implementing and deploying it  Identifying needs and establishing requirements  Ask for and act on customer feedback	Happy customers are people who value your brand beyond the initial purchase  Give a gift that gains their loyalty
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Thinking about your ideal future  Know Where Your  Customers Go	Make your goals visible  Develop a plan	Focus on omnichannel retailing Achievement Affiliation	Security  Choose a reward that you'll obtain once you finish  You can treat yourself to a nice meal	Boost Profit Margins with Repeat Customers  Humanize Your Brand
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Keep a feelings  Journal  Learn new words for feelings	Heightened performance and a willingness to succeed  A motivated individual will have greater job satisfaction	Products can only differentiate themselves on service  Checks merchandising execution	We are more able to learn and build on our skills  Increase a Specific Positive Emotion	Remembers and appreciates repeat customers  Customers  Livestreaming to engage with customers and increase revenue and loyalty by sharing experiential content
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Anticipation or fear that an undesirable		Unsatisfied needs and motives	Outcome will result from not performing	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Visual merchandising is the activity of promoting the sale of goods  Leverage one-to-one interactions  Leverage one-to-one interactions  risk of debts	Invest in store design  Save invested in creating content	Blend the Digital with the Physical  Create community hubs  Make stores multipurpose retail spaces	Bonus ideas for Make stores a sensory experience to your store	Offer gift customization and personalization