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?	Searching for resale car to buy  Getting information about the source  Getting information about the source  Getting the source to buy a car	Browsing about the car Comparing every cars to buy  When the user like to buy a resale car, the user may get confusion to buy a good performing car while comparing to other car.	Choosing the car  Searching for the car  While searching, user may find difficulties about the selection process	Exiting after booking the car  User will eagerly wait for their car.	Using the car  The user will be happy if the car if in good condition or else will bad about the car and unsatisfied
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 a person who needs to buy a car and another one is experienced buyer or any advisor.  The interaction may be personal between the customer and advisor through meeting or chatting  When comes about things communicate with phone or mail.	This can be public or private interaction.  Mobile phone, PC and communicating modes.	The interaction is with the application to buy a car.  It is an online interaction.	Interaction may be with service center to track the booking details.	Online mode with any smart devices.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to choosing right choice of car buying car	Help me not to choose wrong option  Help me to get best decision about the product	Help me to search based on brand and features  Help me to choose good product based on details	Help me to get the details about the purchasing product  Help me to track the process	Help me to provide feedback
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing about good interaction with old user  Good customer care service while checking about source of car	Getting proper guidelines from our well wishers to avoid inconvenience while buying	Getting car based on our wish	Correct process of shipment while tracking  Supportive customer service	Getting fulfil experience with the purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Less rating for an application responses	Not getting proper details about the application	Doubtful details and improper information  Getting less collections	Getting repeated suggestions	Getting delay in delivery
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Providing the correct details about process  Responding to customers doubt immediately	Having good guidelines to users while using the application	Collecting and providing proper and factful details about the product	Getting more resalers with proper details and insurence	Providing proper details with proof