SCENARIO

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?

Entice	Enter	Engage	Exit	Extend
Find the problem statement and begins to solve it	Tries to get familiar with UI	Chooses a specific region to get predicted result	Logs out of the application	Personalized recommendations / Gets familiar with the app
Begins rainfall prediction based on their instincts and experiences	Enter random input and check the predicted output / Login or register / Email confirmation / Email reminder	Explore various visualization / Executes the same things for other places or regions and checks the app efficiency		

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?

Entice	Enter	Engage	Exit	Extend
Explores blogs, social media and contacts connections / Uses smartphones and open the required web app or rainfall predictor	Reads out the user manual from the webpage on how to use the product	Gets aware of all the controls and options present in each section (eg, profile, prediction, feedback)	Interacts with other users about the app features and results	Recommends to other farmers, plantation workers / Gives feedback based on the experiences

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
Help me to get accurate rainfall prediction	Help me to get higher crop production	Help me to get satisfied with the results with less bandwidth consumption	Help me avoid inaccurate prediction	Help me to get future alerts and heavy rainfall warnings

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
User-friendly web application / It's reassuring to read reviews written by past users	Exciting visualization / Great decision is made and output is verified / Relevant alerts	Relevant alerts and warnings / Frequent FAQ's	Effective feedback	We think people like these recommendations because they have an extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Assurance and guarantee of the prediction the product is giving / Concerns about data privacy / People express a bit of fear of commitment at this step	Trepidation about the prediction ("I hope this will be worth it!")	People expressed awkwardness about finding their prediction / Network disruption in rural areas	People are unclear about the weather / Customers report feeling review fatigue / People describe leaving a review as an arduous process / People feel peer pressure to predict the weather / We have very low review rates (15% of people review experiences)	

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Increasing model accuracy / Enhancing communication between the user and system / Make it easier to compare and predict for experiences without having to click on them / Provide a simpler summary to avoid information overload / Show highlights or common phrases from reviews		How might we make our prediction easily identifiable	Integrating more visualization / Addressing customer issues / How might we totally eliminate customer problems? / Could we A/B test different prediction to see what changes response rates? / How might we progressively disclose the full review so that each step feels more simple?	How Adding regional languages like Tamil, Bengali, etc... along with English / How Adding voice assistant device for impaired user