Engage

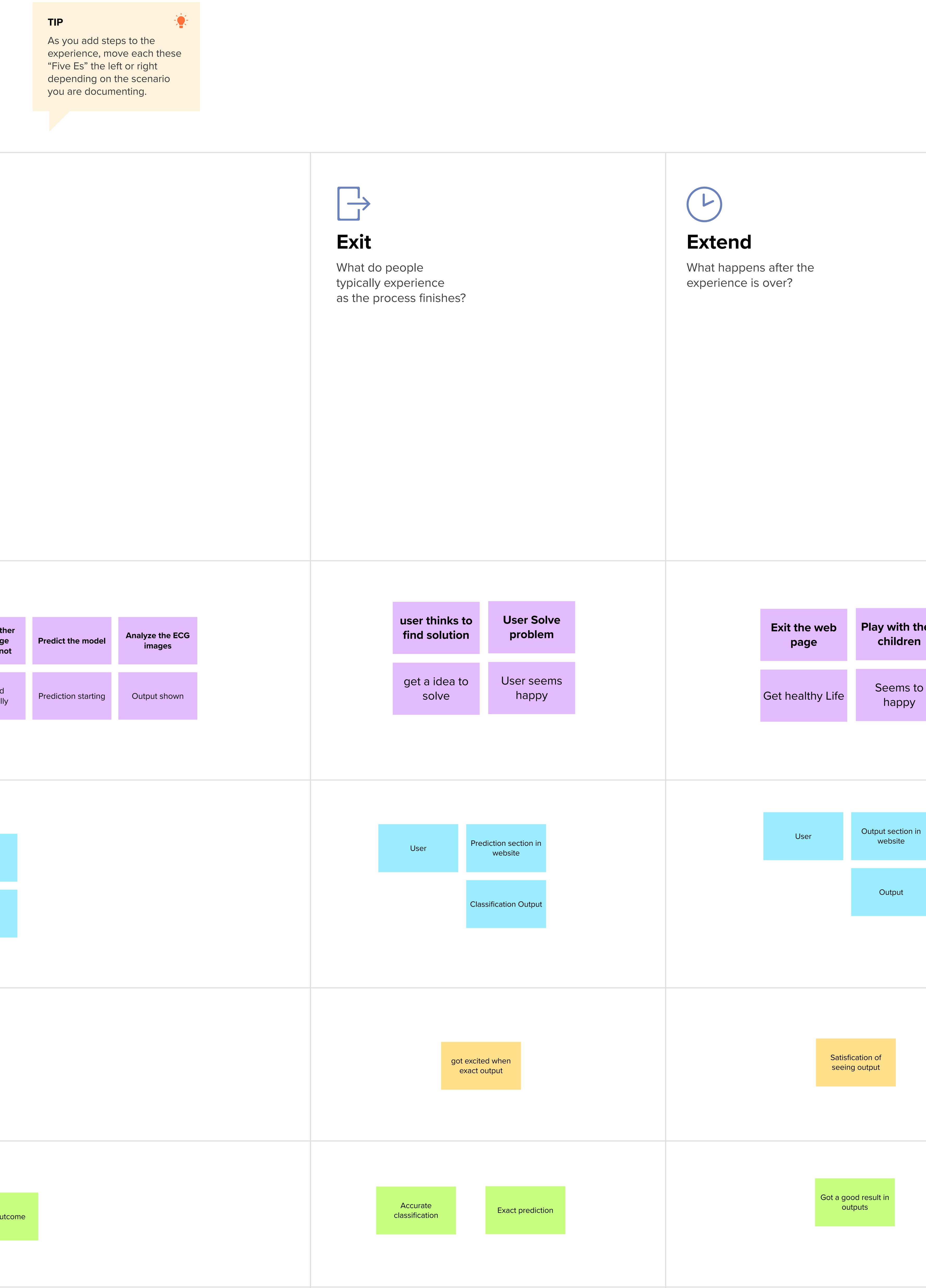
happens?

In the core moments

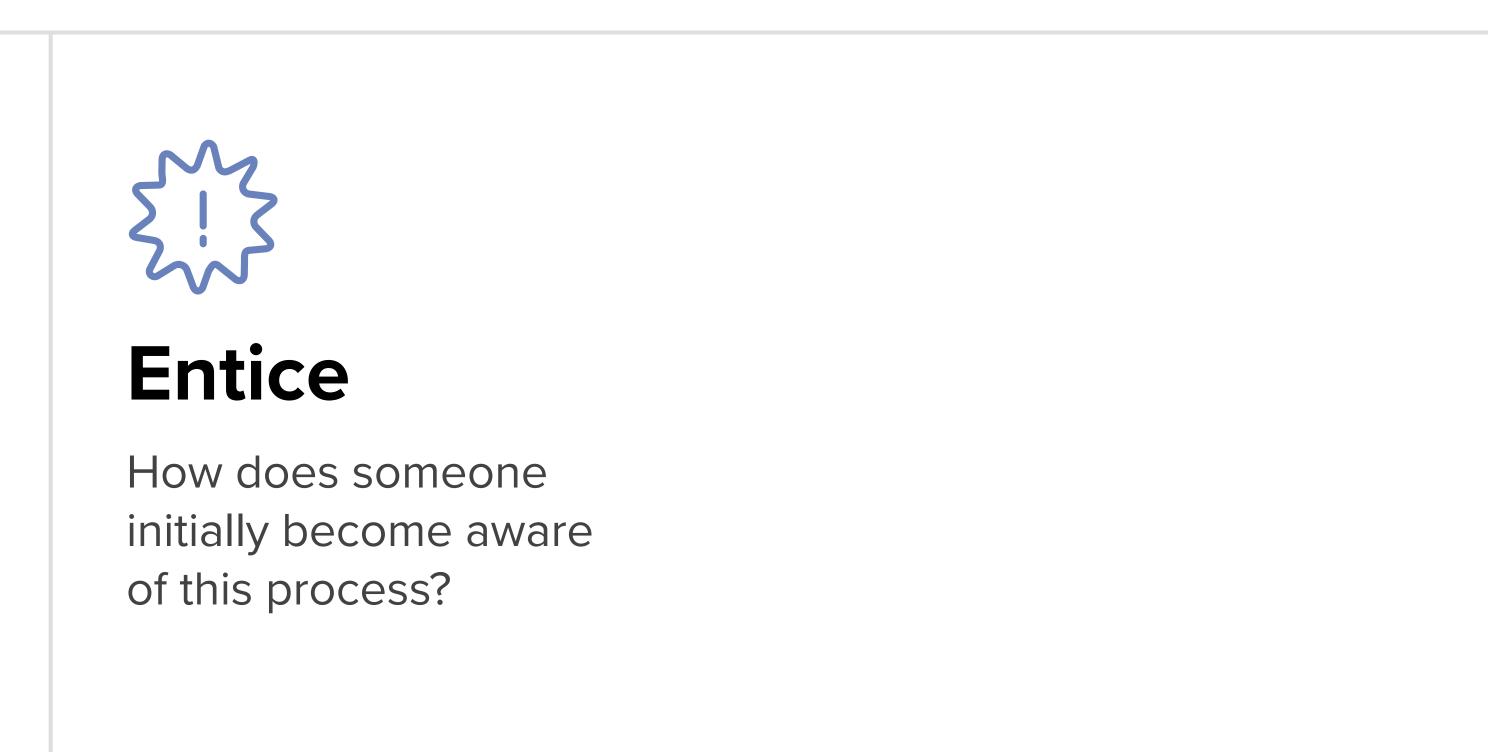
in the process, what

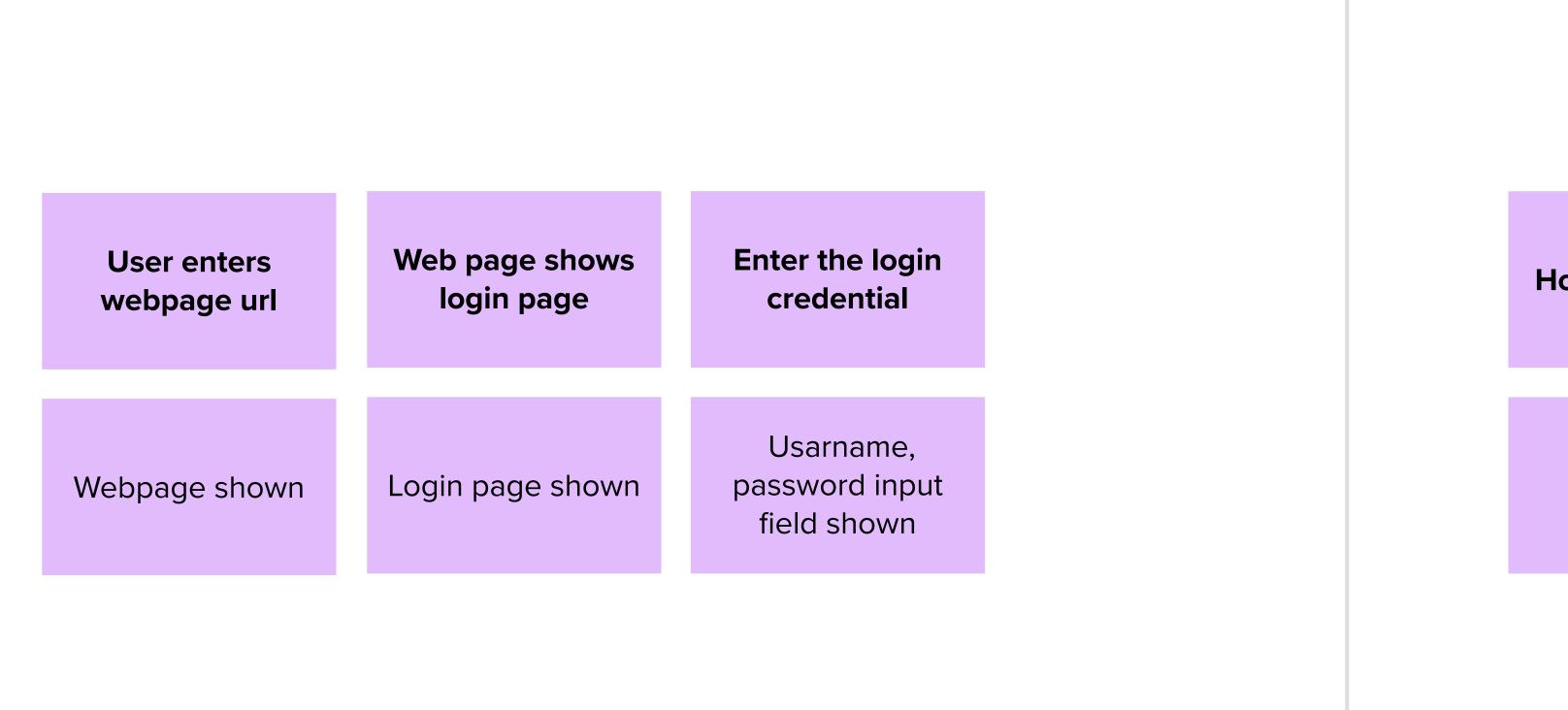
Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

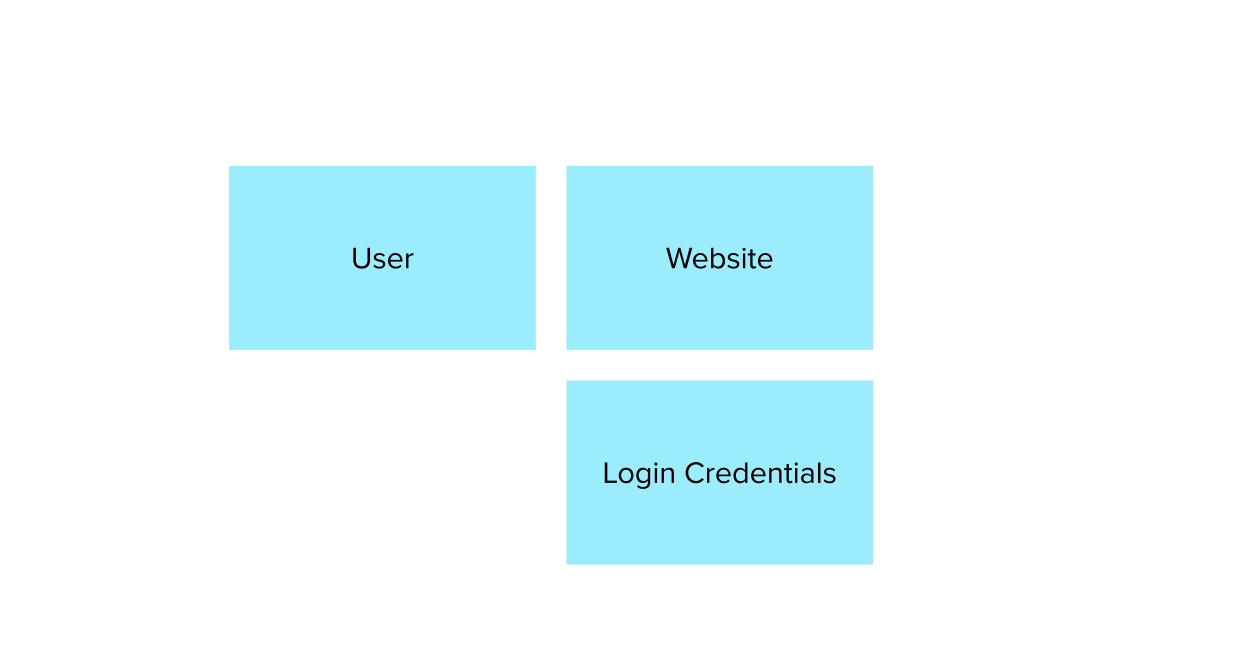


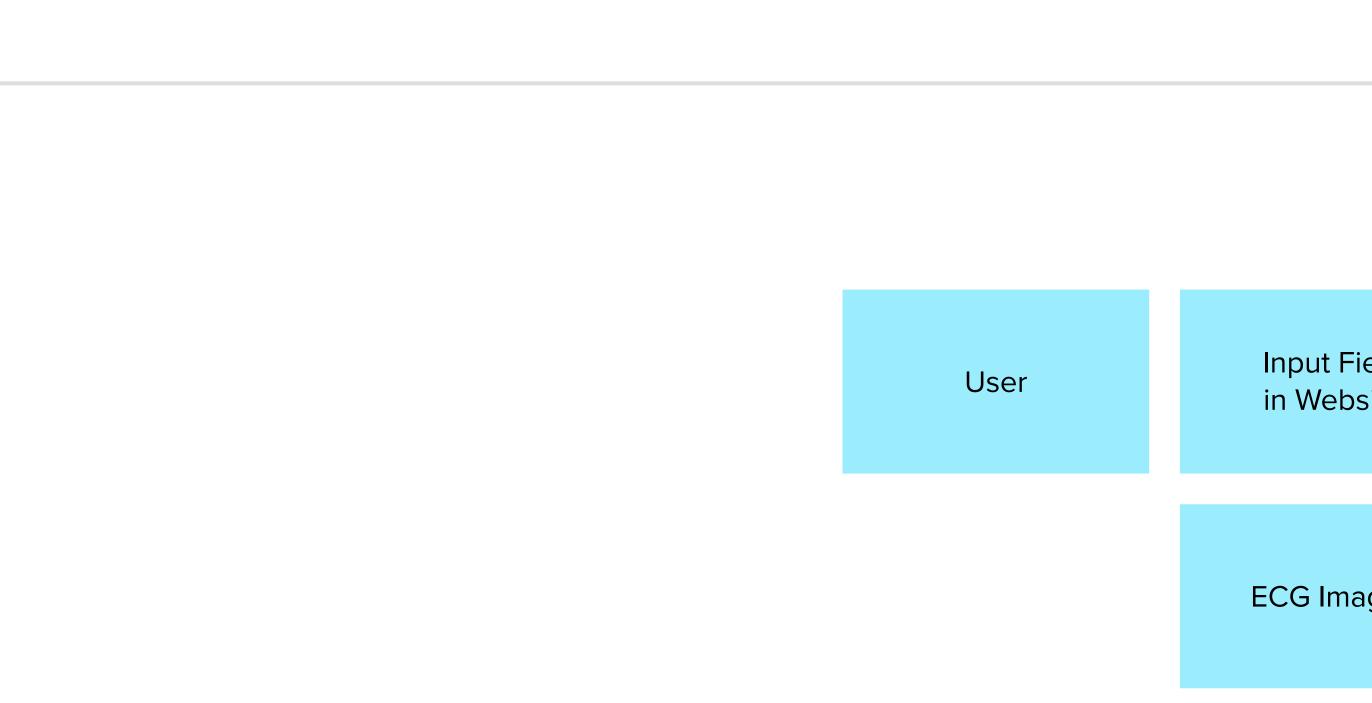
SCENARIO Browsing, booking, attending, and rating a local city tour

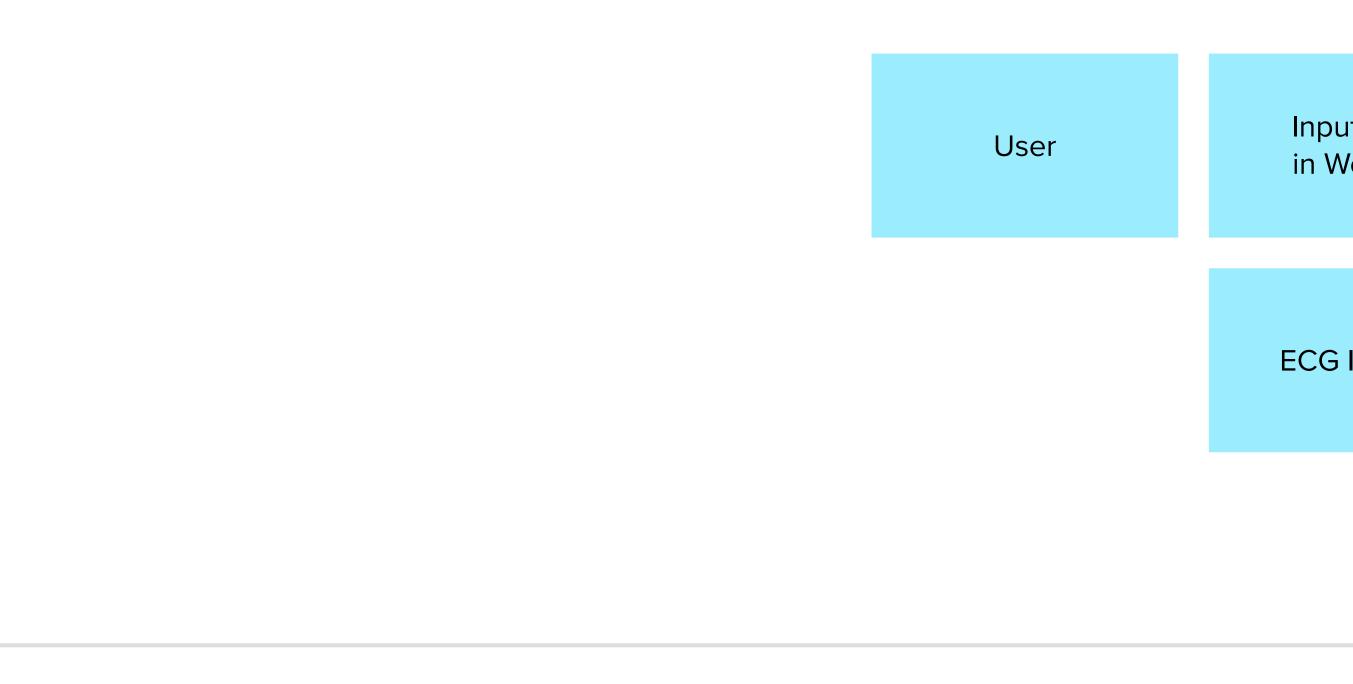




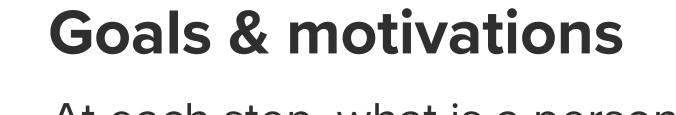
Website











Places: Where are they?

Interactions

each step along the way?

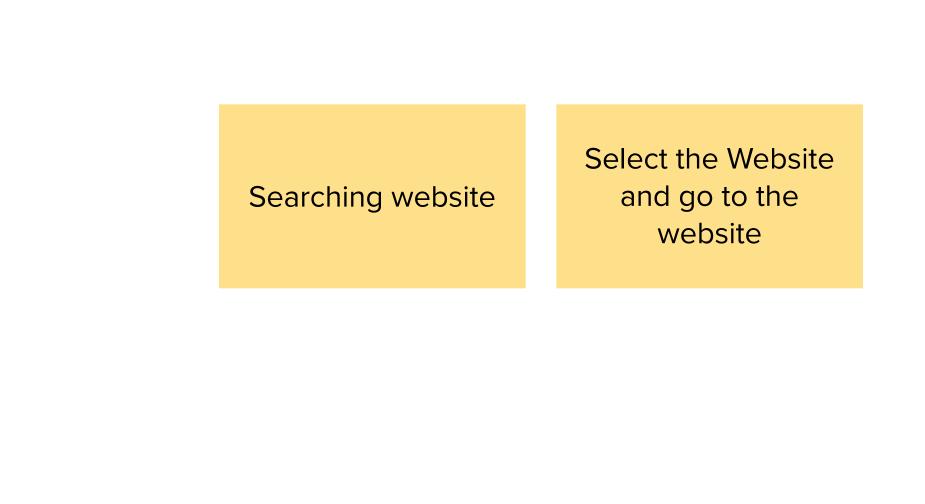
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

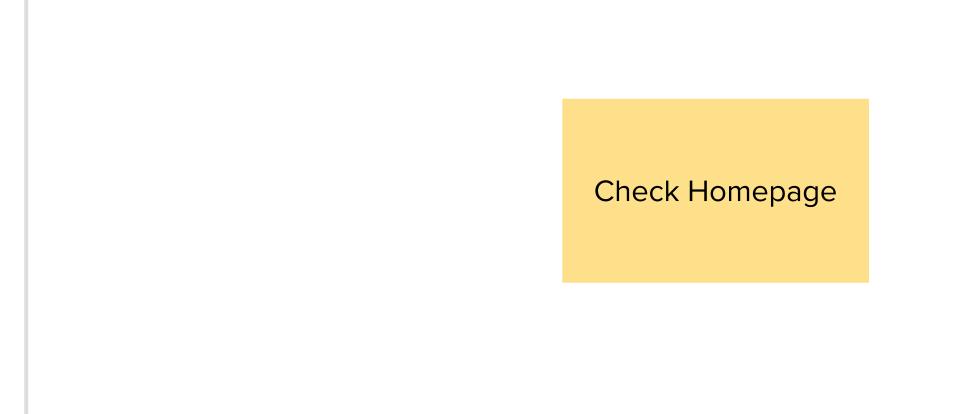
What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?



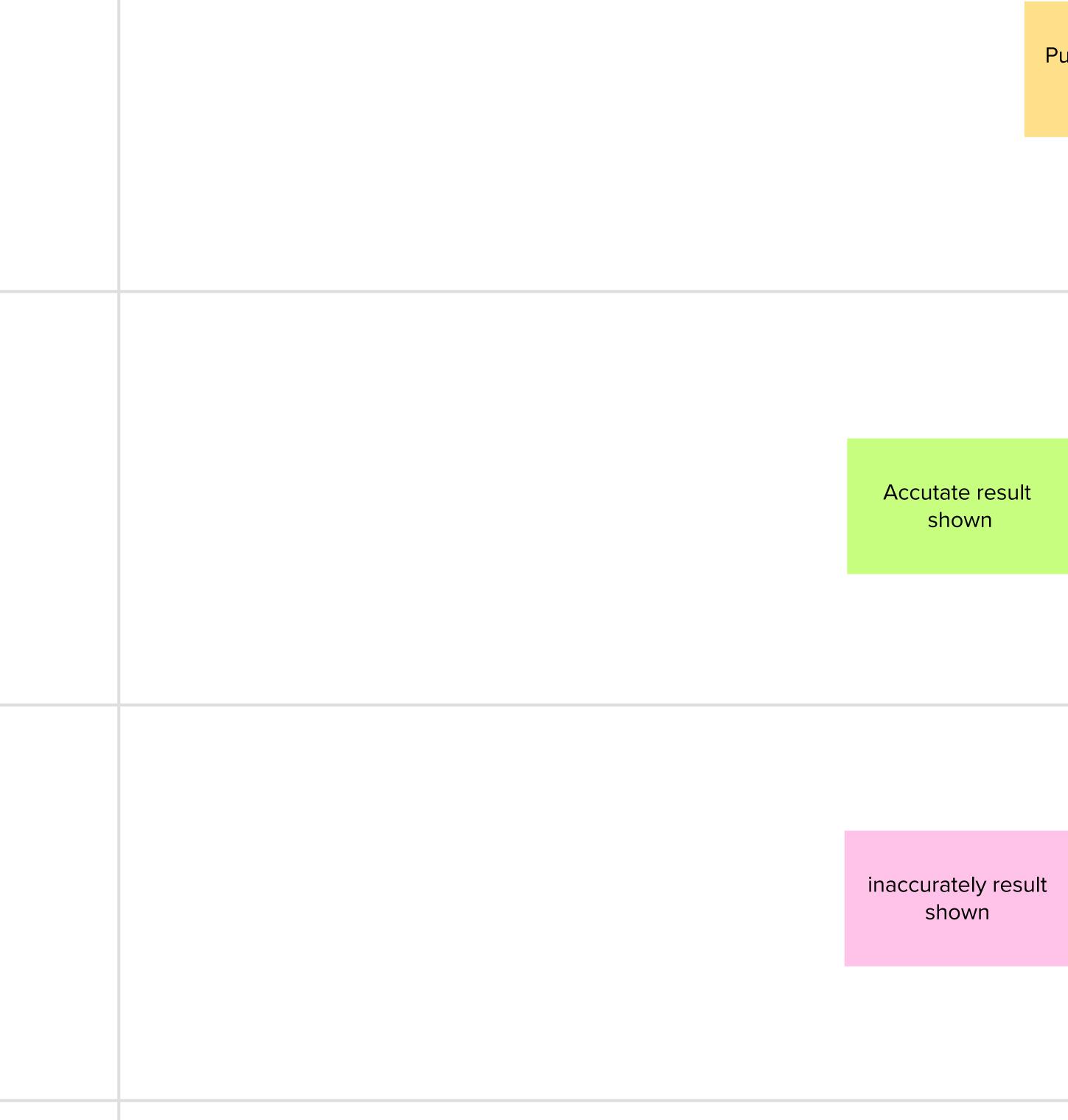


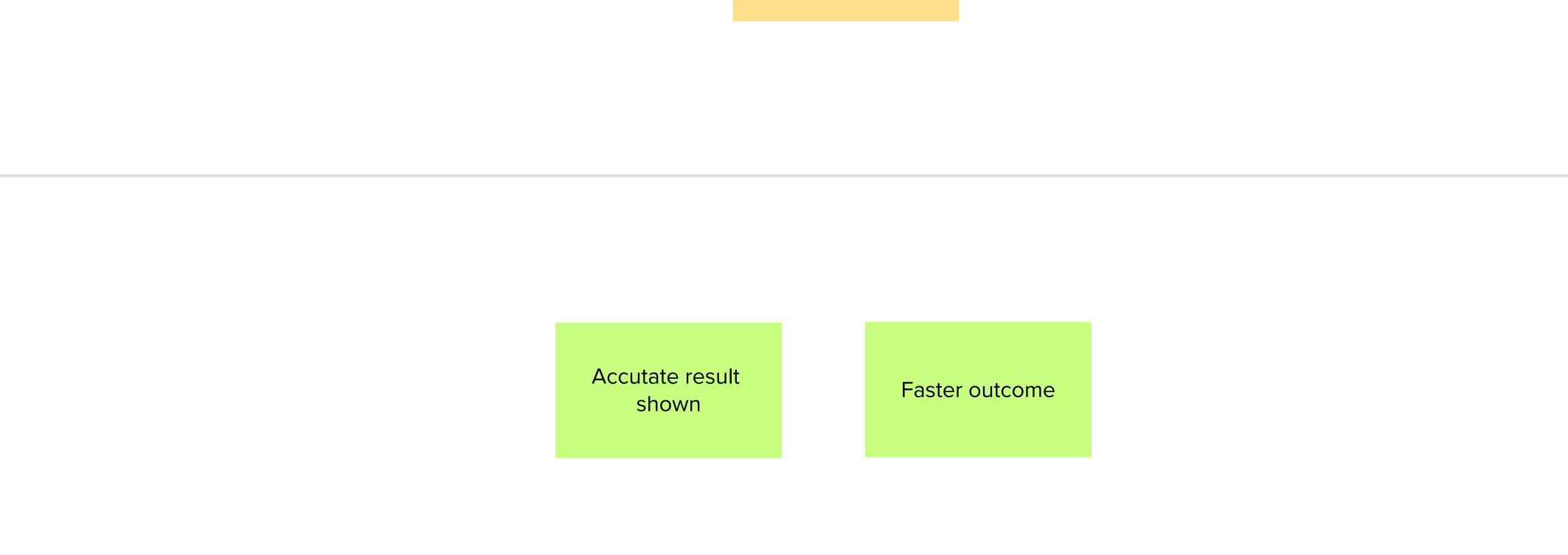
Enter

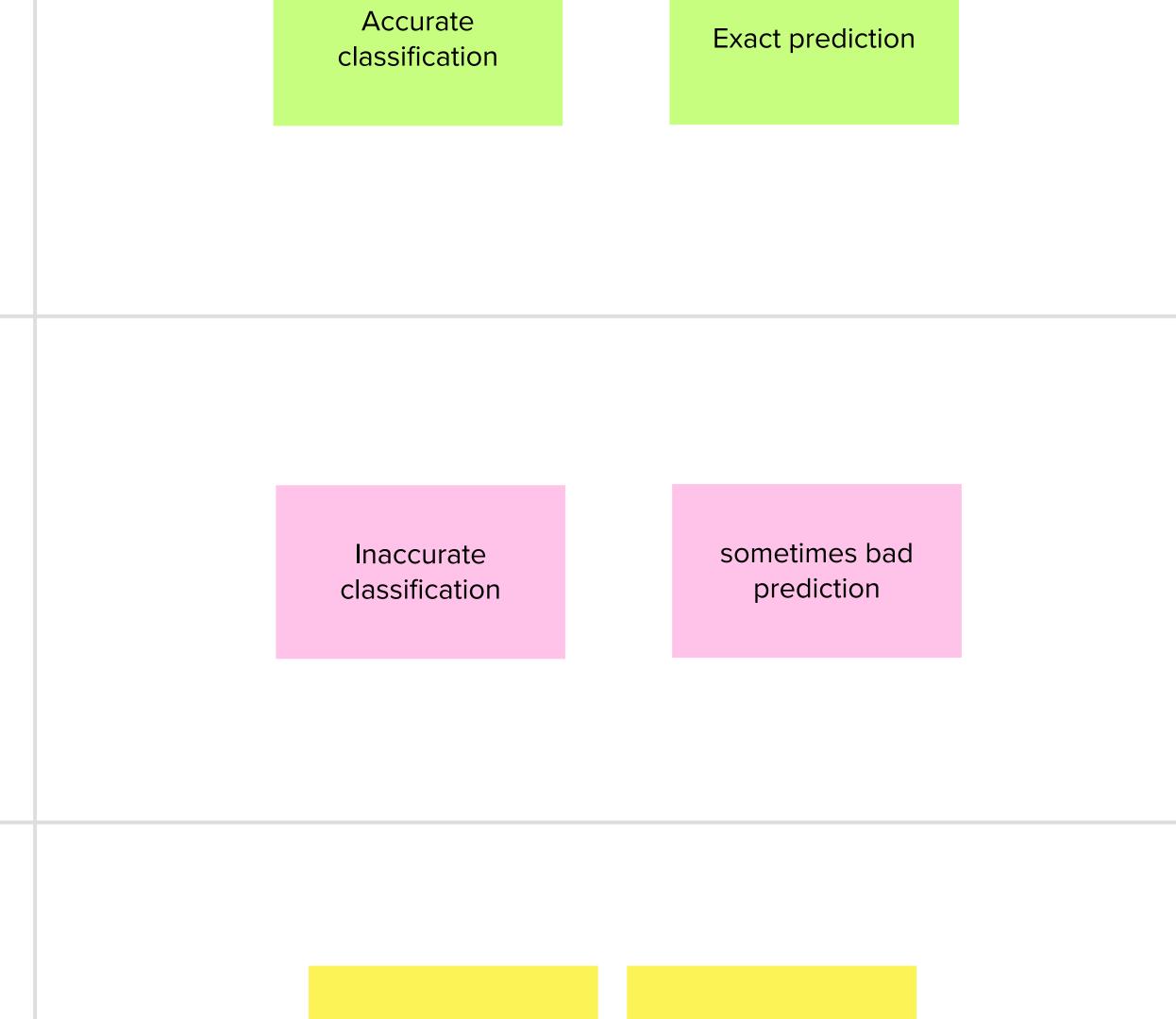
What do people

experience as they

begin the process?





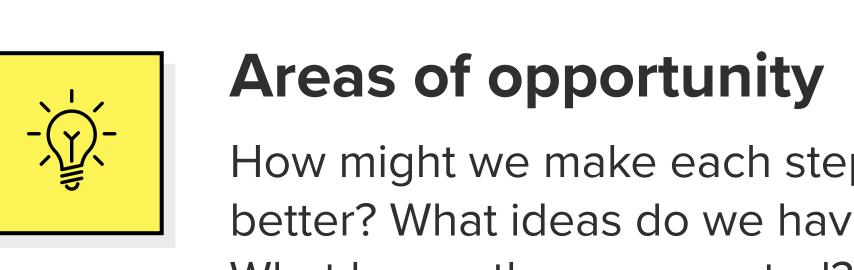


Positive moments

find enjoyable, productive, fun, motivating, delightful, or exciting?



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



better? What ideas do we have? What have others suggested?

