









 Entice How does someone initially become aware of the 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 when the experience is over?
 Steps What does the person (or group) typically experience?	<div>Initial</div> <div>The user will stop the process at this point.</div> <div>How often do they use the process?</div>	<div>Entry</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage the customer</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend the customer</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>
 Interactions What interactions do they have or seek along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div>Discover</div> <div>How often do they use the process?</div> <div>The user will stop the process at this point.</div>	<div>Enter</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>
 Goals & motivations In each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Discover</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Enter</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or satisfying?	<div>Discover</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Enter</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Discover</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Enter</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Discover</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Enter</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Engage</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Exit</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>	<div>Extend</div> <div>How often do they use the process?</div> <div>How often do they use the process?</div>