Document an existing experience

Narrow your focus to a specifc 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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting. How does someone initially become aware of this What happens after the experience is over? After the correct What do people experience as they begin the process? What do people **Personalized** Steps Engage typically experience as the process fnishes? **Entice Extend** In the core moments in the process, what happens Browsing, booking, attending, and rating a local city Process the image After checking the Checking the image Checks whether start uploading/ Scanning image What does the person (or group) typically Customer experience After successful recognition experience? Leave the website If the customer wants recognition of digits the customer will be satisfed Recommendation scan image **Experience the output** obstacles by illustrating a to upload the image, he will upload it or else he will scan it People: Who do they see or talk to? key scenario or process Use this framework to Places: Where are they? Interaction with the banker from start to fnish. When Scan image section of the website Upload image section of the website better understand Pop up message of website Output section of website

After experiencing our user friendly website, the customer can share of digits, the customer will be satisfed, since they got their recognized digits correctly information with their friends and neighbours Things: What digital touchpoints or upload the image if he/she has the soft copy of the image image, it will start processing the image Upload or scan image section of the website
The customer will view the digitized output possible, use this map to Interactions physical objects would they use? After the correct recognition of digits, the customer will be customer needs, The customer navigates to the uploaded section Output section customer has Digitized output section of the What interactions do they have at each The customer has to scan the handwritten digits uploaded the correct handwritten image Recommendation span across website step along the way? interviews and observations with real people rather than relying on your hunches or **Positive moments** People while leaving the Goals & motivations This application tends to be good, Help me to fnd the right website We get a satisfaction feeling We think people like these recommendations Help me to feel It's excites when the At each step, what is a person's primary goal Help me to suggest others to make use of the website recognize the digits or motivation? ("Help me..." or "Help me Help me to identify handwritten digits Help me to upload or scan the image Help me to check whether the document and summarize avoid...") uploaded image is correct or not because they are satisfed since the digits are recognized correctly get correct recognition of digit Product School **Negative moments** What steps does a typical person fnd enjoyable, productive, fun, motivating, delightful, or exciting? confusing, angering, costly, or time-consuming?

People may upload

the blurred images

People feel peer

application feels delighted

processed

Some people are unclear while

uploading/scanning the images

after getting correct result

Could we get a message when the Could we get a image what we Could we get any help during the Can we get history How might we know that the customer

People may upload the blurred images

recognition It's very essential to

People express a bit of fear of digits to be recognized

SCENARIO

recognized fastly

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