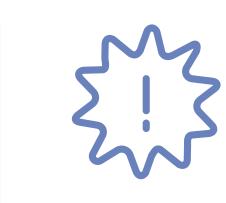


# Child safety gadget

SCENARIO

Browsing, product demo, customer trial, purchasing, rating of child safety gadget



#### **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?



What do people typically experience as the process finishes?

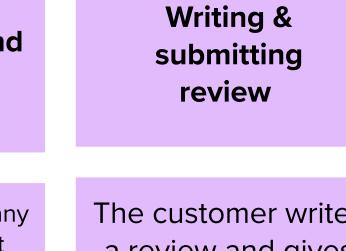


### Extend

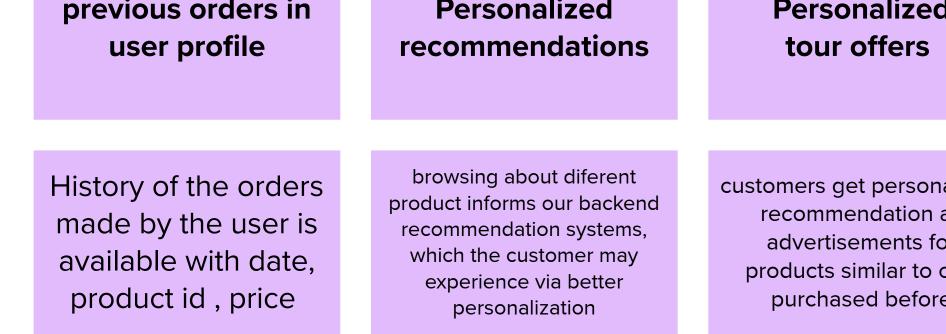
What happens after the



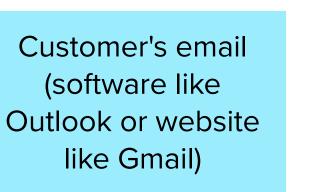


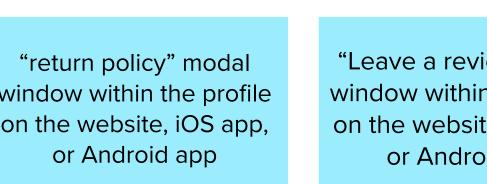


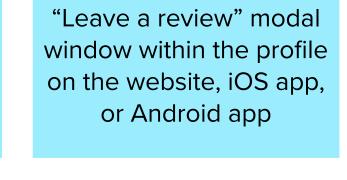


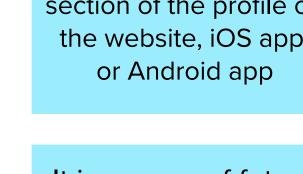


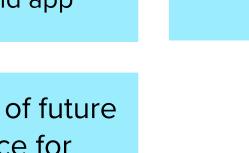
like Gmail)

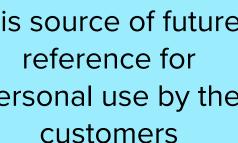


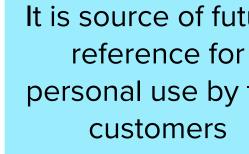




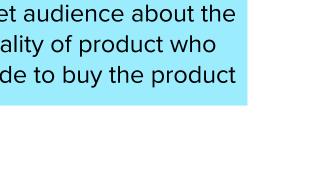




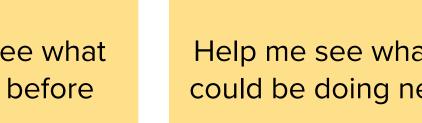


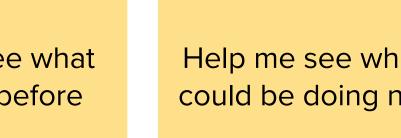


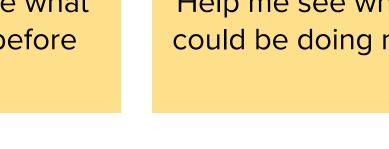


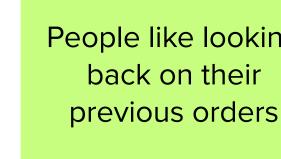




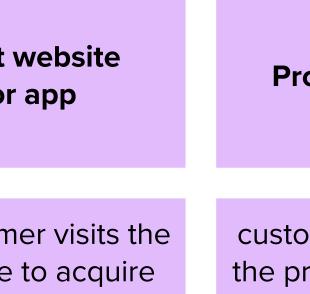




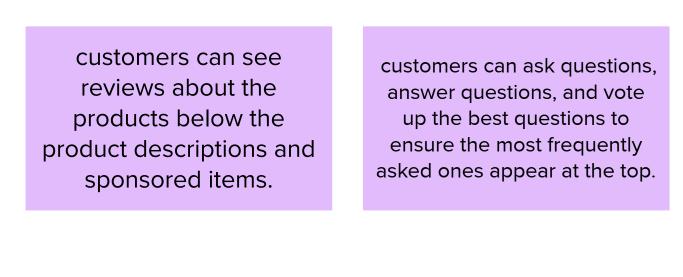






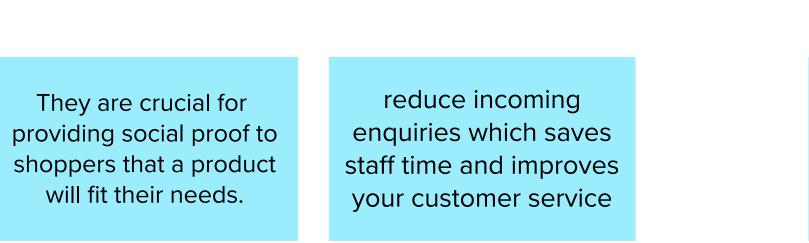


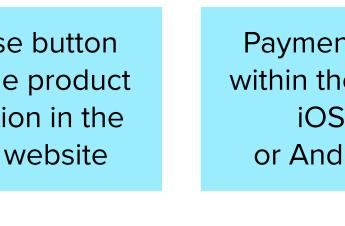


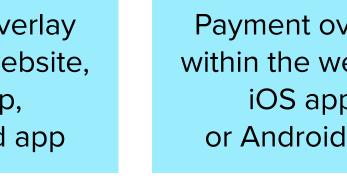


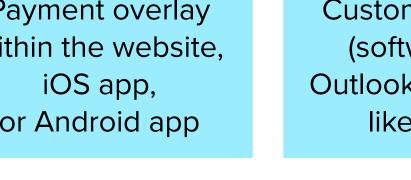
**FAQs** 

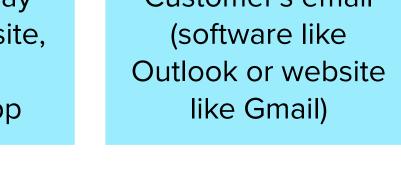
The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

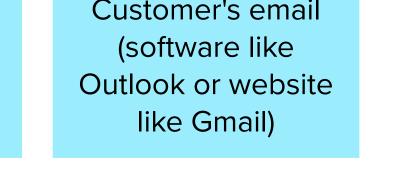




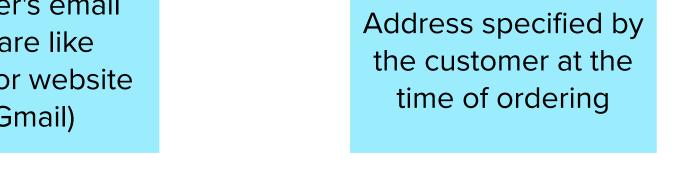


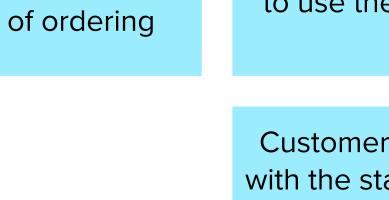






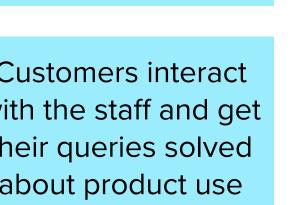
on the day of arrival of the product a reminder email is sent to customer. The email reminds the customer to ensure his availability to get the product.

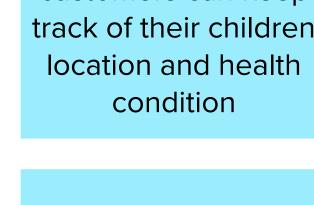




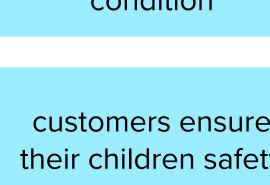
call is made and
Product is delivered to
the address specified
by the customer.

One of the staff from
the team will come
and demonstrate how
to use the product

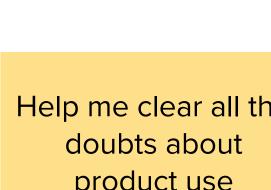


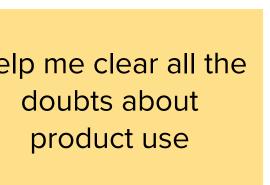


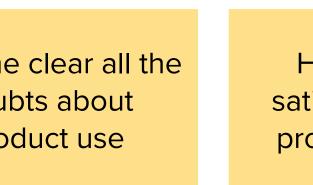
Experience the product functions

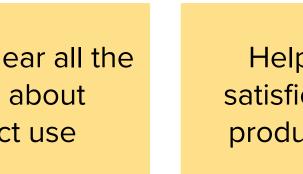


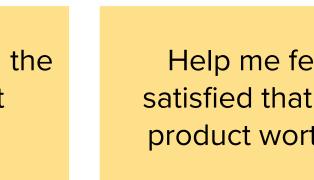




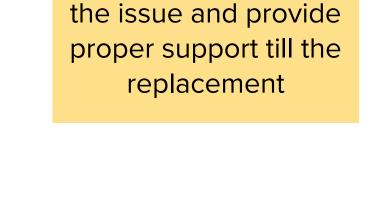




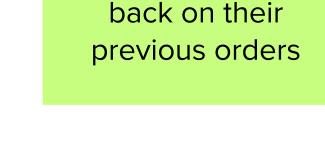


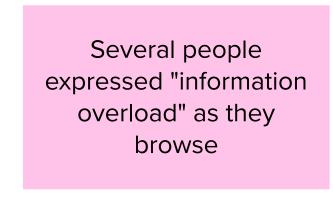


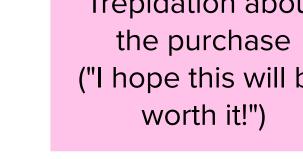


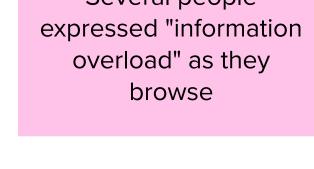


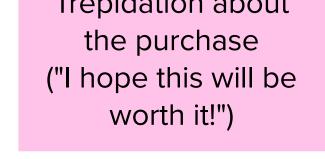














Areas of opportunity

costly, or time-consuming?

What interactions do they have at each step along the way?

Places: Where are they?

At each step, what is a person's

("Help me..." or "Help me avoid...")

motivating, delightful, or exciting?

What steps does a typical person

find frustrating, confusing, angering,

primary goal or motivation?

What steps does a typical person find enjoyable, productive, fun,

Goals & motivations

At each step, what is a persor

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

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



