

 <p>SCENARIO Browsing, booking, attending, and rating a local city tour</p>	 <p>Entice How does someone initially become aware of this process?</p>	 <p>Enter What do people experience as they begin the process?</p>	 <p>Engage In the core moments in the process, what happens?</p>			 <p>Exit What do people typically experience as the process inishes?</p>	 <p>Extend What happens after the experience is over?</p>
 <p>Steps What does the person (or group) typically experience?</p>	see demos st community center	information needs to be shared easily	instant gradation is important after a large purchase	decision depends on community and family support	Talk to neighbours	compares the possibilities of current	puts training into practice independently
 <p>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?</p>	interaction with salesman at demo	information provided at demo	information that can be shared with others	increasing global population	impacts on environment	Final sales & purchase process	training programs, Independent & reference materials
 <p>Goals & motivations What is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	potential user who know about the service	Learning	setting criteria for Final purchase decision	preferences for completing sources of information	expectation on content	complete purchase	Receive training and support as needed
 <p>Positive moments What steps does a typical person ind enjoyable, productive, fun, motivating, delightful, or exciting?</p>	Excitement	building excitement & interest	Interested	aware of estimate at the moment	customer who have used more number of times	empowered	accomplished proud
 <p>Negative moments What steps does a typical person ind frustrating, confusing, angering, costly, or time-consuming?</p>	information was not clear the first time	some information was confusing	busy, overwhelmed, conflicted	family doubt over investment	lack of Financing opportunities	nervous and made of doubt	difficult for customer to train others
 <p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	agronomy the science and technology of producing	Information needs to be easily shared outside demos & workshops	nanotechnology	conversation planner	Agricultural economist	legume rotation	agriculture engineer