typically experiences, then add detail to each of the other rows.

	Entice	Enter	Engage			Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?			What do people typically experience as the process finishes?	What happens after the experience is over?
Steps — What does the person (or group) typically experience?	see the 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
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?	interaction with sales man	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
Goals & motivations — Already stop what is a person's primary goal during this step? ("Help me..." or "Help me avoid...")	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
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excitement	building excitement	Interested	aware of estimate at the moment	customer who have used more number of times	empowered	accomplisement
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	information was not clear the first time	confused information	busy	doubt over investment	opportunities	nervous	difficult for customer
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	agronomy the science and technology	Information needs to be easily shared	nanotech nanotecnolgy	conversation planner	Agricultural economist	food rotation	agriculture engineer