

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

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