

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific 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.

TIP As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

SCENARIO VirtualLife - Life Guard for Swimming Pools to Detect Active Drowning	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?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Steps What does the person (or group) typically experience?	awareness people starting the pool with an advertisement and sign about the system	enter to enter an outdoor pool, the user must be wearing a float device	engage when the user is swimming, the system is always listening for distress	exit once the situation is gone	
Interactions What interactions do they have at each step along the way? <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? 	Interact with the lifeguard and the staff	staff should monitor the situation in the pool constantly	after detection alarm should be used for alerting the lifeguard		after their experience the user from alert in situations that they can detect safety
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	help the person looking for the lifeguard	help me enjoy swimming without discomfort	help me get help in case of discomfort	help me in recovering from the accident	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	comfort and secure feeling	swimming safely in the pool with safety is more exciting	fast response to the problem	feeling safe since the recovery	suggest others about how safe the system is
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	discomfort and possibility of drowning	the possibility of drowning causes fear	miscalculation by the system may cause issues	time delay stress over the situation	there is also the possibility of enter critical situations instantly
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		active drowning direction can be more quieter	response time can be improved unique alarm can be used for different situations	in case of critical situations ambulance can be alerted	from the active drowning detection system can be improved

