# Entice

**SCENARIO**

**Browsing, uploading images and searching for remedies**

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?

**, Social media,**

**,websites**

**Advocacy phase**

Picture not available

**Consideration phase**

**Feedback form ,Survey**

**Monitor and feedback from customers**

**Satisfaction of Customers**

**Identify and address the pain points**

**Perform internal stakeholder interviews**

**Confused about how to use**

**Understand the causes for people leaving the website**

**Educate and Engage the stakeholders**

**The first step is Awareness**

## Interactions

**Website**

**E-Mail**

**Report common issues**

**Always make contact with them**

**Chatbots**

**Interacting with the website**

**Mobile apps**

**Always interact with Customers**

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

**People:** Who do they see or talk to?

**Consumer service staff**

**Interact with some website or Chatbot**

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

**Helping the customer**

**Satisfaction with the results**

**Easy going interface**

**Offer suggestions and beauty tips**

## Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

**Increase Awareness**

**Make interest visitors**

**Suggestions for the particular disease**

**Free trails**

**Trust, Costless**

**Provide more frequent updates**

**Make satisfaction**

**Delightful: Free trails and Reliable**

**Keep in touch with customers**

**Analysis of the image**

**Make the interface more user-friendly**

|  |  |
| --- | --- |
| **Provide better streaming quality** | **Customers may find the remedies helpful** |
|  |  |
|  | **the customers** |

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

**Validated to keep up with constantly changing users**

**It needs to be validated**

|  |  |
| --- | --- |
| **Give some introduction about** | **Make some help desk** |
| **products** |  |

**Areas of opportunity**

**Frustrated about reviews from others**

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

**See and approach things from a customer’s view**

**Empower word of mouth**

**Provide better stream quality**

**The complexity of the journey**

**No response**

**Conversation may not be tangible to customers**

**Unknowing about how to use**

## Give a demo

### Its needs to be updated

#### Need advanced technologies

|  |  |
| --- | --- |
| **Feel** | **When** |
| **unhappy to** | **unexpected** |
| **wait for a bit** | **problem** |
| **of long time** | **arise** |