

Document an existing experience

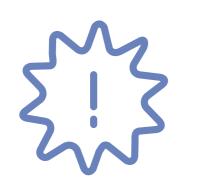
Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO

Browsing, booking, attending, and rating a local city tour



What does the person (or group) typically experience?

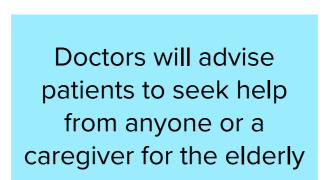


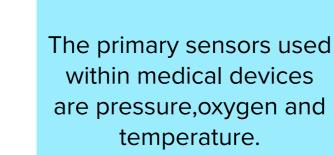
Entice

How does someone initially become aware of this process?



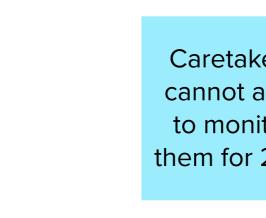
persons passed away
without receiving
medical attention or
caretakers
acknowledgement.

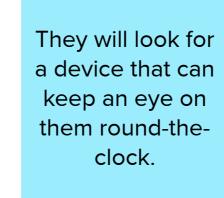


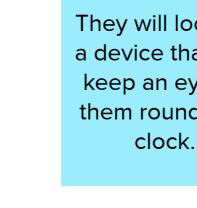


behaviour.









Enter

What do people

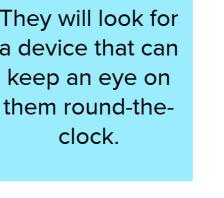
experience as they

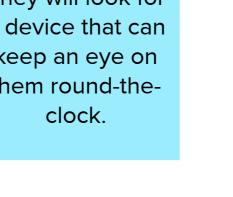
begin the process?

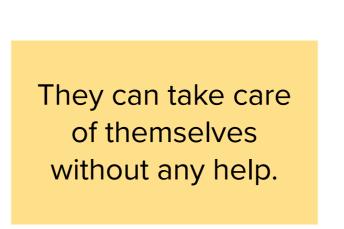
They will came to know that they are being monitored by the

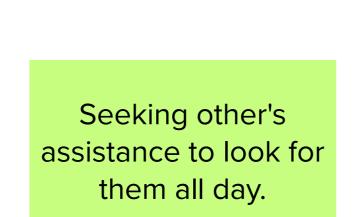
caretakers or doctors by 24/7

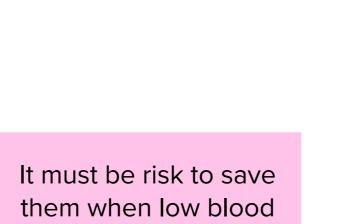
The caregivers must not be under distress from being with the elderly for the whole day.









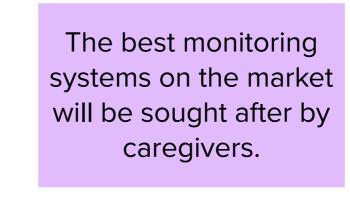


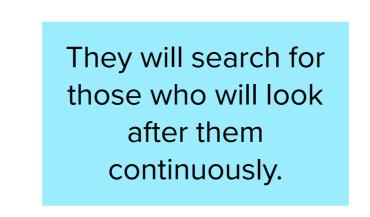
pressure and heart rate come unexpectedly

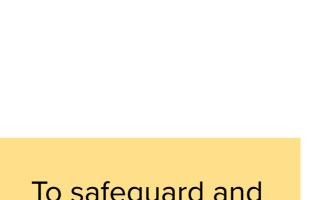


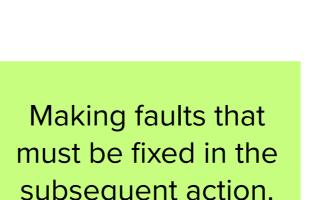
Engage

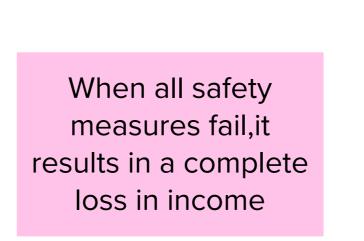
In the core moments in the process, what happens?















As you add steps to the

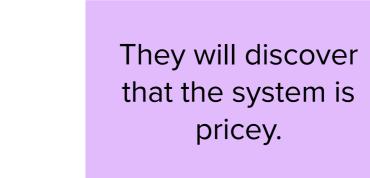
"Five Es" the left or right

you are documenting.

depending on the scenario

experience, move each these

What do people typically experience as the process finishes?



Elderly persons will

Making faults that must be fixed in the

When all safety

measures fail,it results in a

is in need or in an

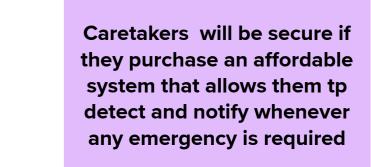
will be alerted and

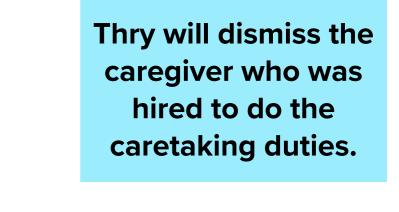
detect it.

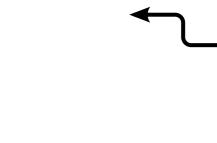


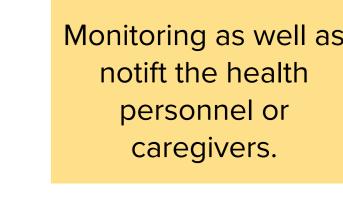
Extend

What happens after the experience is over?

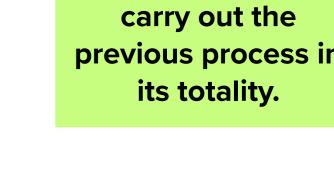


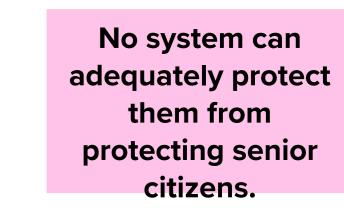


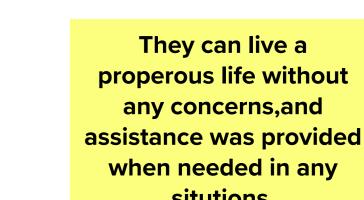












Positive moments

Goals & motivations

primary goal or motivation?

At each step, what is a person's

("Help me..." or "Help me avoid...")

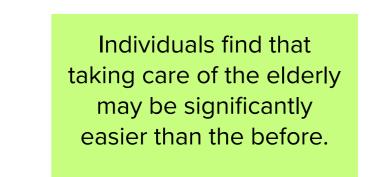
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

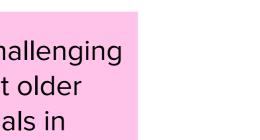
Negative moments

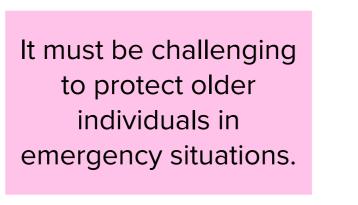
costly, or time-consuming?

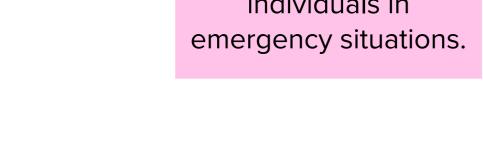
What steps does a typical person

find frustrating, confusing, angering,











better? What ideas do we have? What have others suggested?

