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.





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?



user thinks to find solution

get a idea to

User Solve

User seems

happy

Extend What happens after the experience is over?

> Play with their children

> > happy

Output

Get healthy Life



What does the person (or group)



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?



Goals & motivations At each step, what is a person's

primary goal or motivation? ("Help me..." or "Help me avoid...")



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?



Areas of opportunity

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



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