

Scenario	Entice		Enter		Engage		Exit		Extend	
A customer discovering, exploring, and purchasing cosmetic products – online or in-store										
<b>Steps</b>  What does the person (or group) typically experience   <b>Interactions</b>  What interactions do they have at 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?  <b>Goals &amp; motivations</b>  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")  <b>Positive moments</b>  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Scrolls through social media and sees beauty influencer content.		Clicks on the product link or brand website/app	Browses the website or app to explore product categories	Zooms into product images or watches demo videos	Compares similar products or alternative brands	Applies final promo codes, gift cards, or reward points	Receives confirmation email or SMS.	Receives the product via delivery or in-store pickup.	Subscribes for restocks, limited editions, or beauty tips.
	Clicks on promotional email from a beauty brand.	Sees a new product in-store while browsing casually	Reads product descriptions, ingredients, and benefits.	Checks ratings and customer reviews	Reads through Q&A, FAQs, or ingredients list for suitability.		Abandons cart due to high shipping costs or second thoughts.		Leaves a review or rating on the website	Posts about the product on social media
	Customer sees influencer posts or makeup tutorials on Instagram	Friends or peers recommend trending cosmetic products	Customer visits brand website or mobile app after seeing an ad or recommendation		Customer views detailed product pages with images, ingredients, and reviews		Customer reviews cart items and selects preferred delivery or pickup option	Applies discount codes, reward points, or gift cards at checkout	Customer receives delivery and unboxes the product	Uses the product and evaluates its quality, suitability, and results
	Customer notices sponsored ads or product tags while scrolling social media	Interacts with digital ads, stories, reels	Engages with homepage banners, navigation menus, and product tiles		Uses virtual try-on tools or shade match features	Compares similar products across tabs or through comparison tools	May face issues like cart errors, login prompts, or payment failure popups		Might share their experience on social media or write a review	Gets personalized recommendation based on previous purchase
	Stay updated with beauty trends and seasonal product launches	Discover new or hyped cosmetic product	Find specific products that match their needs	Ensure the product is available, affordable, and easy to access	Validate purchase decisions through reviews, demos, or peer opinions	Gain confidence before moving to checkout	Complete the purchase smoothly and securely	Ensure payment is successful without issues	Receive the product on time and in perfect condition	Share honest feedback or reviews to help others
	Sees a relatable or inspiring beauty look by an influencer	Engages with content that makes beauty feel accessible and fun	Filters help them quickly narrow down to exactly what they want	Spots a special offer or bundle deal right away.	Finds glowing reviews that boost confidence in the product	Comparison tools or FAQs answer their doubts clearly	Successfully applies a discount or promo code	Feels satisfied and excited after completing the purchase	Gets a thank-you message, review request, or loyalty reward	Feels appreciated and remembered by the brand