	Entice How does someone become aware of this service?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments is the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Sees EV ads on YouTube/Instagram • Hears about petrol price hikes • Watches friend review new EV	Googles "best EVs in India under 20L" • Uses dashboard to compare features	Filters EVs by range, price, and seating • Views charging station map • Reads real user reviews	Books test drive • Confirms final choice after dealer visit	Checks battery status using dashboard • Joins EV owner community • Recommends dashboard to friends
Interactions 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 do they use?	Talks to EV-owning friends • Follows car influencers • Sees Twitter EV buzz	Reads blogs and comparison sites • Visits government EV portal	Uses interactive filters • Views dealership contact info • Watches video reviews on dashboard	Talks with sales agent • Gets feedback from family	Service reminders via dashboard • Engages on Reddit EV forum • Posts EV story on Instagram
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Save fuel costs • Make a smart tech choice • Be more eco-conscious	Find an EV within budget • Understand subsidy benefits	Pick EV with best balance of cost + range • Ensure city charging is easy • Compare seating/boot options	Avoid regret with verified data • Buy confidently with family's support	Monitor EV health long-term • Get notified about updates • Help others make smart decisions
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Learns EVs are quiet and fast • Realizes cost savings over petrol • Sees EV community is welcoming	Finds clear range info on dashboard • Discovers they qualify for subsidy	Filter shows perfect match • Range map shows strong coverage • Reads review matching their lifestyle	Smooth test drive experience • Gets discount or cashback offer	Feels proud about eco switch • Real range matches expectations • Dashboard remains helpful post-buy
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confused by EV specs • Overwhelmed by tech terms • Feels EVs are "too elite"	Specs differ across sites • Can't find charger info	Too many similar-looking models • Charging data isn't real-time • Unsure about battery warranty	Dealer pushes other model • Paperwork or EMI confusion	Battery health questions • Charging in rural areas tough • Dashboard lacks post-buy tools
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Use reels & influencers for awareness • Visual comparison of EV vs petrol savings • Gamify learning: badges/quizzes	Add "EV for Me" quiz to match cars • Bundle subsidy info with model list	Add verified owner reviews • Visual range heatmaps • Filter by charging type (AC/DC)	One-click export of shortlisted models • Direct test drive booking in dashboard	Service tracker & battery health tool • Referral reward system • Push notifications for updates/upgrades