	Scenario: [Existing experience through a product or service]	Entice How does someone become aware of this service?	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?
	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Sees Instagram ad Hears via a friend eceives BookNest link in email	Lands on homepage Explores categories	Logs in, browses books Views detailed book page Registers and adds to wishlist Changes order status (admin) Changes quantity of a book in cart	Places order Completes checkout form	Tracks it later Waits for delivery status Returns to wishlist later
	 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? 	Google result WhatsApp link Sees mention in blog post	React UI NavBar, filters	Wishlist/cart icons Cart & form fields Adds to cart using button Uses "Add to wishlist" toggle address/profile	Toast confirmation Server response	Dashboard view Email + dashboard Receives order update on dashboard
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Discover books Get reading options Discover a trusted book platform	Browse by interest Shortlist favorites	Buy favorite titles Quickly checkout Quickly buy saved Get favorite books Wants a smooth buying experience	Confirm purchase Get receipt	Monitor orders Rate experience Keep history for future
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clean branding Name sounds reliable Modern branding	Book cards load fast Grid view of books	Easy cart toggle Wishlist feedback Instant cart update Wishlist heart changes instantly fill	Smooth order flow No error, smooth flow	Reorder button Can reorder easily View full order history
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Low online presence Not ranking on search Homepage has too much text initially	Filter delay Slow genre filter	No payment mode Cart badge sometimes inaccurate Form errors not clearly shown show animation Add to cart doesn't Wishlist resets on page reload (occasionally)	Order status missing Order email arrives late	No email receipt No review feature yet No order email received
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improve discoverability Improve search optimization Include tagline below logo	Add genre highlights Add trending book slider	Enable online payment Auto-fill user address Add live cart preview dropdown Auto-save wishlist to backend Implement user address auto-fill	Add success animation Show estimated delivery time	Notify on dispatch • Let users write reviews Highlight last order in dashboard
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