## Scenario: [Existing experience through a product or service]

## **Entice** How does someone become aware of this service?

User discovers

Smart Resume

Generator via

online ads, social

media, or career

blogs.

Website pop-

ups or

banners with

testimonials.

Attract users

seeking

efficient

resume

solutions.

Engaging

visuals and

success

stories on

landing page.

Overwhelming

ad frequency or

unclear pricing

Visits the website

landing page

showcasing Al-

powered resume

creation.

Where:

Online

platforms.

Help me, or:

"Help me create

a standout

resume quickly."

Easy sign-

up process,

motivating

users to try.

Slow

website

loading.

**Enter** What do people experience as they begin the process?

User creates

an account

with email or

social login.

Step along

the way:

Guided

onboarding

tour.

Onboard

users

seamlessly.

Smooth

account

setup and

intuitive

dashboard.

Account

creation

errors or

confusing

Engage

Inputs basic

personal info

(name,

contact, job

history).

Where:

User

Help me, or:

started

without

hassle."

Quick start

with pre-

filled

templates.

Lack of

mobile

optimization.

"Help me get

dashboard.

**Exit** What do people typically

User

downloads

the finalized

resume in

PDF format.

Step along

resume.

Fast

download

and clear

success

message.

Download

opportunity to

better deliver

a polished

resume

experience as the process finishes?

Receives a

summary of

Al

suggestions

applied.

Where:

Confirmation

page.

**Extend** 

User receives

follow-up

emails with job

market tips

Step along

the way: Post-

download

engagement.

Retain

users and

Spam-like

follow-up

emails.

What happens after the experience is over?

Offered

premium

features (e.g.,

cover letter

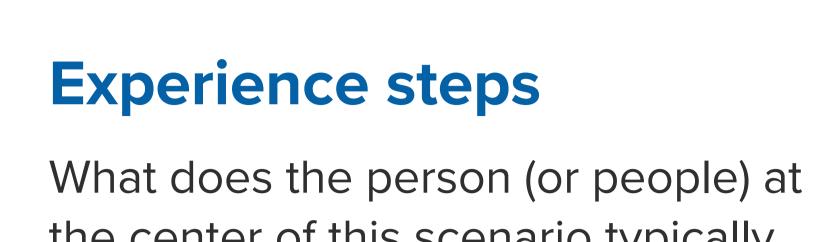
generator).

Where:

Email

inbox,

website.



the center of this scenario typically experience in each step?

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?

**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?

What ideas do we have? What have

Here's one opportunity to better attract users

Add more user reviews or testimonials.

In the core moments in the process, what happens? User uploads their existing

resume or

enters details

manually.

Step along

the way:

Iterative

editing

process.

Enable

resume

optimization.

Al providing

personalized,

actionable

suggestions.

ΑI

misinterpreting

input data.

Al analyzes and suggests improvements (e.g., keywords, layout).

Help me, or:

"Help me land

my dream job

with a perfect

resume."

Satisfaction

from seeing

an improved

resume.

Long wait

times for

suggestions.

Where: Resume editor

interface.

Things: Dragand-drop tools, Al suggestion pop-ups.

Customizes

resume with

real-time

previews.

the way: Final review and download. Deliver a polished

Help me, or: "Help me finish and move forward."

encourage upgrades. Confidence Useful job in the tips and easy resume's upgrade quality. options.

supported postservice. Pressure to upgrade without clear

benefits.

Help me, or:

"Help me stay

competitive in

my job search."

Feeling

Areas of opportunity How might we make each step better?

others suggested?

Product School Created in partnership with Product School

Here's one opportunity to better onboard users

Provide a short video tutorial during onboarding.

Here's one opportunity to better enable optimization

Include a feature to analyze job descriptions and match keywords.

next steps fails or file corruption. Here's one

provided. Offer a final Al-powered

quality check

before

download.

No clear

Here's one opportunity to better retain users Create a loyalty program with discounts for premium features.

e an example