














<div>Scenario: [Existing experience through a product or service]</div>	<div>  Entice How does someone become aware of this service? </div>	<div>  Enter What do people experience as they begin the process? </div>	<div>  Engage In the core moments in the process, what happens? </div>	<div>  Exit What do people typically experience as the process finishes? </div>	<div>  Extend What happens after the experience is over? </div>
<div>  Experience steps What does the person (or people) at the center of this scenario typically experience in each step? </div>	<div> <div>Hear about iPhone from ads or friends</div> <div>See ads online</div> <div>Talk to friends</div> <div>Hear from friends</div> </div>	<div> <div>Compare models</div> <div>Check offers</div> <div>Ask for help</div> </div>	<div> <div>Buy the phone</div> <div>Customize settings</div> <div>Try Face ID</div> <div>Use apps & camera</div> </div>	<div> <div>Finish setup</div> <div>Contact support</div> </div>	<div> <div>Explore Apple services</div> <div>Use with other Apple devices</div> <div>Store data in iCloud</div> </div>
<div>  Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? </div>	<div> <div>Instagram</div> <div>Hear in YouTube</div> <div>Friend referrals</div> <div>while watching TV ads</div> <div>Pippert/Apple site</div> </div>	<div> <div>Apple store staff</div> <div>Live demos</div> </div>	<div> <div>iOS apps</div> <div>Safari browser</div> <div>FaceTime</div> <div>Setup guide</div> <div>Siri/iCloud</div> </div>	<div> <div>Trade-in info</div> <div>Online forums</div> <div>Apple Community</div> <div>WhatsApp help</div> </div>	<div> <div>iCloud plans</div> <div>AppleCare</div> <div>Watch/AirPods</div> </div>
<div>  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") </div>	<div> <div>Look stylish</div> <div>Use reliable apps</div> <div>Take great photos</div> </div>	<div> <div>Get best value</div> <div>Long-term use</div> <div>EMI flexibility</div> </div>	<div> <div>Smooth performance</div> <div>Secure platform</div> <div>Smooth performance</div> </div>	<div> <div>Avoid regrets</div> <div>Get help easily</div> <div>Recommend to others</div> </div>	<div> <div>Backup safely</div> <div>Continue in ecosystem</div> <div>Stay updated</div> </div>
<div>  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? </div>	<div> <div>Brand trust</div> <div>Impressed by ads</div> </div>	<div> <div>Easy decision-making</div> <div>Helpful staff</div> </div>	<div> <div>Helpful features</div> <div>Fast setup</div> <div>No lag</div> <div>Great camera</div> </div>	<div> <div>Proud feeling</div> <div>No app crash</div> </div>	<div> <div>Regular updates</div> <div>Cloud backup</div> <div>Seamless sync</div> </div>
<div>  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? </div>	<div> <div>Peer pressure</div> <div>Not in budget</div> <div>Too expensive</div> </div>	<div> <div>Confusing specs</div> <div>Limited models</div> </div>	<div> <div>Learning curve</div> <div>Keyboard is new</div> <div>App transfer issues</div> <div>iCloud confusion</div> </div>	<div> <div>Limited custom options</div> <div>Battery drops easily</div> </div>	<div> <div>Local service gap</div> <div>Repair cost is more</div> <div>No dual apps</div> </div>
<div>  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? </div>	<div> <div>More relatable ads</div> <div>Local-language support</div> </div>	<div> <div>Trial zones</div> <div>Transparent pricing</div> </div>	<div> <div>Smooth Android</div> <div>Language UI</div> <div>First-time user tips</div> </div>	<div> <div>Easy trade-in</div> <div>More personalized support</div> </div>	<div> <div>Family sharing too</div> <div>Affordable AppleCare</div> <div>Upgrade discounts</div> </div>
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