



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Team ID : PNT2022TMID37583					
<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>AWARENESS</div> <div>CONSIDERATION</div> <div>CONVERSION</div> <div>ADVOCACY</div> <div>RETENTION</div> <div>Looking towards information on what your business does and how it can solve their problems.</div> <div>Helps to find unique value propositions in your products and evaluate overall suitability for needs.</div> <div>Look forward to new acquisition, as the buyer is in the final stage of the sales cycle</div> <div>Make sure you are satisfied by checking in and asking for consistent feedback</div> <div>Become brand advocates by bringing in new form of referrals or social shares.</div>	<div>Understanding prospects required</div> <div>Defining relevant objectives</div> <div>Designing differential experiences</div> <div>Building up internal capabilities</div> <div>Requires actionable information that goes beyond observable behavioral data</div> <div>Obvious in processing experience management includes setting clear objectives with measurable targets</div> <div>Making a lot of sense to include functions into design process, involved in delivering the experience</div> <div>Covering elements such as processes, structures, personnel, skills, technologies/tools, information and culture</div>	<div>Preparing and designing</div> <div>Engagement survey</div> <div>Resulting analysis</div> <div>Action planning</div> <div>Discovering the specific requirements of organization and deciding the priorities</div> <div>Designing the questions of employee engagement survey and deploying with appropriate media</div> <div>Analyzed to find out what motivates their best performance and what actually disengages and finally compels them to</div> <div>Turning the results of survey into an action is a challenging for organizing the deal with utmost care</div>	<div>Keeping it short and straightforward</div> <div>Sharing the churn survey at time of cancellation</div> <div>Personalizing the survey</div> <div>Depending on survey channel, sticking to two questions: 'Reason for leaving' & 'How can we do better'</div> <div>At this time, product experience is fresh and will not give much thought to the product</div> <div>Sending personalized messages thanking for choosing the product and will lead to better response rates</div>	<div>On point of contact</div> <div>Marketing Journey</div> <div>User experience</div> <div>Finding out about the product through to the decision to buy, and even after</div> <div>Encompassing every path from the moment making contact with product until purchasing</div> <div>Simplistically divided issue as virtual and physical environments, experiencing internet and the point of sale.</div>
<div></div> <div>Interactions</div> <div>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 would they use?</div>	<div>press conference</div> <div>Social media campaign</div> <div>Digital advertisement</div> <div>Classified advertisement</div>	<div>Explore information</div> <div>Word of mouth</div> <div>Visiting the product</div> <div>Curiosity</div>	<div>Free Trial</div> <div>Marketing and communication</div> <div>Performance experience</div> <div>User interface</div>	<div>Satisfied need</div> <div>Behavioral analysis</div> <div>Security check</div>	<div>Excitement mental state</div> <div>Hamper gift</div> <div>Feedback experience</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to predict this phenomenon</div> <div>Help me to analyze and mitigate the impacts of disasters</div> <div>Help me to avoid errors in analysis</div> <div>Help me to understand the entire process</div>	<div>Help me to utilize this product</div> <div>Help me feel confident that my purchase is finalized and tell me what to do next</div> <div>Help me to be prepared so that I don't waste finances or get disappointed</div> <div>Help me to avoid making significant mistakes which affect overall process</div>	<div>Help me to avoid fatal errors during process execution</div> <div>Help me to make efficient duty deployment</div> <div>Help me in organizing and reconfiguring the process for certain situations</div> <div>Help me to make convenient actions to revert the mistakes made</div>	<div>Help me in feeling confident about the process results</div> <div>Help me to avoid disadvantageous scenarios while during the process</div> <div>Help me to make advantageous decisions regarding the report generated</div>	<div>Help me to make feel the process more user friendly</div> <div>Help me to avoid feeling the task tedious and unpleasant</div> <div>Help me to choose a valuable option for the purchase of a product when situation demands it</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Automizing features with free-distraction work</div> <div>Helps to make better and efficient analysis</div> <div>Providing fact base for justifying product specifications</div> <div>Being effective in process execution to save time</div>	<div>Reduced in waiting period</div> <div>Overviewed the satisfaction of product</div> <div>Endured long interactions about product for a quick query</div> <div>Conferred average review ratings about the product</div>	<div>Easy availability of resource and products</div> <div>consequences with an intuitive interface</div> <div>An easy to use search engine that makes system search process easy</div> <div>Higher quality products in the top categories</div>	<div>Prospecting online research on sites / events</div> <div>Initiating contact to gather information and qualifying new leads</div> <div>Helping to offer a more tailored and personalized experience</div> <div>Congregating the prospects unique use case and obstacles</div>	<div>Increased brand loyalty</div> <div>Attracted positive nuncaptive</div> <div>Strengthened confidence in purchasing decisions</div> <div>Surged in shared information about product and sales</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Harder to determine when critical resource may be required</div> <div>Unclear cost structure</div> <div>Lots of manual work and unnecessary long processes</div> <div>Lacking of data exchanges and strategies</div>	<div>Defamation of character and becoming enraged</div> <div>Entering into a profit-sucking cycle</div> <div>Improper interactions with prospects and leads</div> <div>Being hectic to give a response</div>	<div>Is the product intuitive enough to find a way around quickly?</div> <div>waiting on hold for too long</div> <div>Are they putting the most essential features front-and-clear in the most logical places in the product ?</div> <div>Providing incompetent chat support</div>	<div>Providing wrong or inaccurate information about the product</div> <div>Overuse of scripts for responding</div> <div>Unreasonable payments and unexplained surcharges</div> <div>Multiple touchpoints needed for resolution</div>	<div>Failing to offer real time support</div> <div>Not using the right tools for product service</div> <div>Failing to resolve in the first touchpoint</div> <div>Not taking the feedback regularly</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Building an omni channel for better experience</div> <div>Creating self-service option for better experience</div> <div>Delivering superior product service</div>	<div>Training antisocial teams effectively</div> <div>Building a centric culture</div> <div>Empowering team to go an extra mile</div>	<div>Taking social proof seriously to improve the experience</div> <div>Making use of management analytics</div> <div>Implementing Loyalty programs</div>	<div>Implement feedback to enhance greater experience</div> <div>Optimizing the service and overviewing experience</div>	