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?	See EV ads, YouTube reviews, or news about climate change Hear about tax subsidies or fuel savings Discover EV options online	Browse model specs: range, price, style Filter by budget, Seating, Compare Indian models (Tata, MG) vs foreign (Tesla, VW)	Book a test drive Finalize purchase Charging routines and setup home charging Charging Visit charging stations (e.g., NDMC station list)	Evaluate battery performance Check range degradation Plan for resale or upgrade	Upgrade to longer-range models Recommend EV to friends/ family Participate in EV communities
 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? 	Auto expos, social media aggregator websites	Dealerships, EV portals, review sites	Dealer, delivery agent, charging station services	Customer support, resale platforms	Social groups, loyalty programs, service centers
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	"Help me green / green / sustainable" "I want to go modern, techloaded cars"	"Help me pick a car that fits my budget + range needs" "Help me understand charging needs (home/public)"	"I want a smooth buying + setup experience" experience" "Help me charge safely and quickly"	"I want to know my battery this or switch to a better model?"	"Let me save charging, range, and support" car too"
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Seeing affordable EVs like Tata Tigor EV (~₹ 13.6L) Exciting range stats (e.g., 450km on a single charge)	Discover fast-charging needs (SUVs, options (e.g., 940km/hr) sedans, hatchbacks)	15kW DC fast chargers across Delhi (from station data Driving silent, smooth car	Good battery retention, costs vs petrol/ diesel	EV users feel tech-savvy, future-ready Recommendations from happy users (word of mouth)
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Fear about battery life or charging issues Confusion due to too many models/ terms (AWD, Wh/ km)	Charging types (Type2CCS, DC-budget or size 001) unclear preference	Limited charging infrastructure awareness High upfront cost for home charger	Range anxiety, especially for low- end cars (e.g., Kangoo ZE = 160km) No resale market transparency	Service issues (less trained mechanics) No loyalty benefits from brands
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Product School Created in partnership with Product School	Simplify comparisons Explain tech clearly (e.g., "Wh/km = fuel efficiency")	Price filter + daily travel range estimator tool Side-by-side visual comparisons (e.g., Tata Nexon EV vs MG ZS EV)	Digital charger locator app Tie-ups with local installers for home charger	Battery health report tools EV resale/ trade-in platforms	Offer trade-up discounts for longer-range EVs Community app with trip planning + charger sharing See an example