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?

What happens after the experience is over?

Shares results or cites

in research

Extend

Returns for another

What does the person (or people) at the center of this scenario typically experience in each step?

Experience steps

Gets intrigued by global distribution of heritage sites

Searches for "UNESCO

heritage site data by

Sees visual chart/graph

preview

Lands on website or

dashboard

Reads intro or "how to

use" guide

Interacts with interactive map or

Selects year range or

filters by decade

Search, select, customize service

Compares multiple

regions or categories

Submits feedback or leaves comment

Downloads data or

takes screenshot

Embeds or links the visualization in a report

What interactions do they have at each step along the way?

Interactions

People: Who do they see or talk to? Places: Where are they?

Things: What digital touchpoints or

physical objects do they use?

Online dashboards,

academic forums,

institutional repositories

Help me find

something new and

useful"

Attractive ad design,

word of mouth

Social media, influencer

content, banner ads

Filters, timelines, dropdowns, visual graphs, export tools

Signup form, onboarding screen

Help me get started

quickly"

service categories

Product pages, filters,

Help me make the best

choice easily"

Payment gateway, confirmation email

Help me feel secure

about my order"

Fast checkout, order

prompt

Email, live chat, rating

Help me stay in control

or solve problems

Friendly reminders,

responsive support

At each step, what is a person's primary goal or motivation?

Goals & motivations

("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?

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

Too many options, lack of credibility

Use testimonials, clear value proposition

Smooth signup, welcome coupon Cluttered UI, mandatory long forms

UX, use auto-fill

Improve onboarding Personalization, better categorization

Fast filtering, recommendations

slow load times

summary Confusing options,

Payment failures, unclear steps

Poor response time, robotic replies

Al + human hybrid Add retry for payments, support, proactive progress indicator follow- See an example