Scenario: Heritage Treasures	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?	Browsing Visit websit other travel app	e/ Choose city, dates, group size	Browse available tours	View tour detail	Arrive at location	Meet guide/ group	Experience the tour	Leave guide/ group	Prompt for review	Tour appears in user profile	Personalized recommendations	Personalized tour offers
 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? 	Travel booking sites App interact	ion	App UI	Payment gateway	Tour leader	Direct guide interaction	App notifications	Customer email	App push for reviews	App dashboard	Email offers	Push notification
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me find understant what they of		Help me book easily	Avoid making a wrong choice	Help me connect	Have a smooth tour	Maximize experience	Help me reflect	Know I made a good choice	Help me discover more	Book again easily	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options description		Easy booking	Excitement post-payment	Guides are friendly	People love the tour	Good group interaction	Feeling accomplished	Sharing memories	Nostalgia from past tours	Interest in new tours	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too many search UX intuitive		Payment confusion	Unclear pricing	Confusing meetup spot	Late arrivals	Lack of updates	Review process tedious	Low review rate	Repetition in suggestions	Annoying reminders	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide simpler, Improve sit filtered tour suggestions browsing		Improve pricing transparency	Combine confirmation + receipt	Send reminders	Live location share	Improve guide intros	Streamline review submission	Incentivize reviews	Smarter Al suggestions	Frequency control for messages	