

<p><b>Scenario:</b> [Existing experience through a product or service]</p>	<p> <b>Entice</b> How does someone become aware of this service?</p>	<p> <b>Enter</b> What do people experience as they begin the process?</p>	<p> <b>Engage</b> In the core moments in the process, what happens?</p>	<p> <b>Exit</b> What do people typically experience as the process finishes?</p>	<p> <b>Extend</b> What happens after the experience is over?</p>
<p> <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</p>	<p>Hears about heritage sites through friends Sees a post about UNESCO sites on Instagram Watches a travel video that mentions the dashboard</p>	<p>Searches on Google for places to visit and finds the dashboard Clicks a link shared by a friend or in a travel group</p>	<p>Opens the dashboard and sees the world map Filters sites by country or danger level Reads info about each site Looks at charts showing site trends Saves or notes down sites to visit</p>	<p>Chooses places to go based on what they learned Saves or shares the dashboard link</p>	<p>Visits the site and comes back to the dashboard Shares photos and tags the dashboard or site Uses the dashboard again for future trips</p>
<p> <b>Interactions</b> 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?</p>	<p>Sees UNESCO sites in Instagram reels or YouTube travel videos Finds posts or ads from UNESCO or tourism pages Gets recommendations in travel forums like TripAdvisor or Reddit</p>	<p>Searches on Google and clicks a link to the dashboard Lands on the dashboard for the first time</p>	<p>Uses filters to explore sites by country, region, or danger status Clicks on site names or map points to learn more Checks which sites are endangered Views graphs about inscription trends Saves or screenshots favorite sites</p>	<p>Moves on to book travel or plan a visit Downloads or saves the info from the dashboard</p>	<p>Shares the dashboard or trip photos online Writes a blog or review about the visit Returns to use the dashboard again for the next trip</p>
<p> <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Wants to discover new, meaningful travel destinations Hopes to visit famous cultural or natural heritage sites Looks for unique experiences beyond typical tourist spots</p>	<p>Needs easy access to useful and reliable site information</p>	<p>Wants to learn what makes each site special Hopes to explore sites by category, location, or risk level Wants to feel confident their visit supports preservation Is looking for lesser-known, offbeat sites to explore Wants quick insights without reading long articles</p>	<p>Wants to feel sure they picked the right sites to visit Hopes to finish planning with a clear, informed decision</p>	<p>Wants to share their trip or experience with others Hopes others learn from their visit and use the same dashboard Feels motivated to explore more heritage sites in the future</p>
<p> <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Feels inspired seeing beautiful heritage sites on social media Excited to discover there's a dashboard with clear visuals Happy to find heritage-focused travel ideas, not just touristy places</p>	<p>Finds the dashboard easy to access and use on mobile or desktop Feels welcomed by the clean layout and helpful filters</p>	<p>Enjoys using filters to find sites by country or interest Feels curious and impressed by learning new site facts Gets excited discovering hidden or underrated sites Likes the "at risk" section – feels more connected to preservation Finds graphs and trends interesting and easy to understand</p>	<p>Feels confident in planning their visit based on solid info Feels satisfied they made meaningful, informed travel choices</p>	<p>Feels proud to share their trip and new knowledge online Enjoys showing others how the dashboard helped Motivated to come back and explore more sites later</p>
<p> <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Gets confused by too many scattered websites or sources Struggles to understand what makes a site "UNESCO-worthy" Feels unsure if the information online is up to date or trustworthy</p>	<p>Has trouble finding the dashboard link or it takes too long to load Feels overwhelmed by too many options without guidance</p>	<p>Can't find filters that match their specific travel interests Some site details are missing or unclear Finds it hard to understand danger/risk status of sites Gets confused by complex graphs or too much data at once Notices the dashboard doesn't work well on mobile</p>	<p>Leaves unsure about which sites are truly worth visiting Feels disappointed if they can't save or export the sites they liked</p>	<p>Wants to share the dashboard but there's no share button Can't return to their saved search or previous plan Forgets the dashboard because there's no follow-up or reminder</p>
<p> <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Promote the dashboard through travel influencers or bloggers Add heritage site teasers in Instagram/Facebook ads Collaborate with tourism websites to feature the dashboard link</p>	<p>Create a quick welcome tutorial or guided tour on first visit Improve search visibility (SEO) so tourists can easily find it via Google</p>	<p>Add better filters for trip type (e.g., cultural, natural, offbeat) Include traveler tips, photos, and suggested itineraries Use simple icons and color codes for danger/risk status Make graphs interactive and easy to explore for beginners Ensure full mobile-friendly experience with clean layout</p>	<p>Allow users to save or export selected sites/trip plans Provide links to book tours or nearby attractions</p>	<p>Add share buttons for social media or WhatsApp Let users create an account to save and revisit plans Send reminders or updates on saved or new sites of interest</p>
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