












<div>Scenario: [Existing experience through a product or service]</div>	<div>  <h3>Entice</h3> <p>How does someone become aware of this service?</p> </div>	<div>  <h3>Enter</h3> <p>What do people experience as they begin the process?</p> </div>	<div>  <h3>Engage</h3> <p>In the core moments in the process, what happens?</p> </div>	<div>  <h3>Exit</h3> <p>What do people typically experience as the process finishes?</p> </div>	<div>  <h3>Extend</h3> <p>What happens after the experience is over?</p> </div>
<div>  <h4>Experience steps</h4> <p>What does the person (or people) at the center of this scenario typically experience in each step?</p> </div>	<div>Hears about heritage sites through friends</div> <div>Sees a post about UNESCO sites on Instagram</div> <div>Watches a travel video that mentions the dashboard</div>	<div>Searches on Google for places to visit and finds the dashboard</div> <div>Clicks a link shared by a friend or in a travel group</div>	<div>Opens the dashboard and sees the world map</div> <div>Filters sites by country or danger level</div> <div>Reads info about each site</div> <div>Looks at charts showing site trends</div> <div>Saves or notes down sites to visit</div>	<div>Chooses places to go based on what they learned</div> <div>Saves or shares the dashboard link</div>	<div>Visits the site and comes back to the dashboard</div> <div>Shares photos and tags the dashboard or site</div> <div>Uses the dashboard again for future trips</div>
<div>  <h4>Interactions</h4> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects do they use?</li> </ul> </div>	<div>Sees UNESCO sites in Instagram reels or YouTube travel videos</div> <div>Finds posts or ads from UNESCO or tourism pages</div> <div>Gets recommendations in travel forums like TripAdvisor or Reddit</div>	<div>Searches on Google and clicks a link to the dashboard</div> <div>Lands on the dashboard for the first time</div>	<div>Uses filters to explore sites by country, region, or danger status</div> <div>Clicks on site names or map points to learn more</div> <div>Checks which sites are endangered</div> <div>Views graphs about inscription trends</div> <div>Saves or screenshots favorite sites</div>	<div>Moves on to book travel or plan a visit</div> <div>Downloads or saves the info from the dashboard</div>	<div>Shares the dashboard or trip photos online</div> <div>Writes a blog or review about the visit</div> <div>Returns to use the dashboard again for the next trip</div>
<div>  <h4>Goals &amp; motivations</h4> <p>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</p> </div>	<div>Wants to discover new, meaningful travel destinations</div> <div>Hopes to visit famous cultural or natural heritage sites</div> <div>Looks for unique experiences beyond typical tourist spots</div>	<div>Wants help choosing the best sites to visit</div> <div>Needs easy access to useful and reliable site information</div>	<div>Wants to learn what makes each site special</div> <div>Hopes to explore sites by category, location, or risk level</div> <div>Wants to feel confident their visit supports preservation</div> <div>Is looking for lesser-known, offbeat sites to explore</div> <div>Wants quick insights without reading long articles</div>	<div>Wants to feel sure they picked the right sites to visit</div> <div>Hopes to finish planning with a clear, informed decision</div>	<div>Wants to share their trip or experience with others</div> <div>Hopes others learn from their visit and use the same dashboard</div> <div>Feels motivated to explore more heritage sites in the future</div>
<div>  <h4>Positive moments</h4> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> </div>	<div>Feels inspired seeing beautiful heritage sites on social media</div> <div>Excited to discover there’s a dashboard with clear visuals</div> <div>Happy to find heritage-focused travel ideas, not just touristy places</div>	<div>Finds the dashboard easy to access and use on mobile or desktop</div> <div>Feels welcomed by the clean layout and helpful filters</div>	<div>Enjoys using filters to find sites by country or interest</div> <div>Feels curious and impressed by learning new site facts</div> <div>Gets excited discovering hidden or underrated sites</div> <div>Likes the “at risk” section — feels more connected to preservation</div> <div>Finds graphs and trends interesting and easy to understand</div>	<div>Feels confident in planning their visit based on solid info</div> <div>Feels satisfied they made meaningful, informed travel choices</div>	<div>Feels proud to share their trip and new knowledge online</div> <div>Enjoys showing others how the dashboard helped</div> <div>Motivated to come back and explore more sites later</div>
<div>  <h4>Negative moments</h4> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> </div>	<div>Gets confused by too many scattered websites or sources</div> <div>Struggles to understand what makes a site “UNESCO-worthy”</div> <div>Feels unsure if the information online is up to date or trustworthy</div>	<div>Has trouble finding the dashboard link or it takes too long to load</div> <div>Feels overwhelmed by too many options without guidance</div>	<div>Can’t find filters that match their specific travel interests</div> <div>Some site details are missing or unclear</div> <div>Finds it hard to understand danger/risk status of sites</div> <div>Gets confused by complex graphs or too much data at once</div> <div>Notices the dashboard doesn’t work well on mobile</div>	<div>Leaves unsure about which sites are truly worth visiting</div> <div>Feels disappointed if they can’t save or export the sites they liked</div>	<div>Wants to share the dashboard but there’s no share button</div> <div>Can’t return to their saved search or previous plan</div> <div>Forgets the dashboard because there’s no follow-up or reminder</div>
<div>  <h4>Areas of opportunity</h4> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> </div>	<div>Promote the dashboard through travel influencers or bloggers</div> <div>Add heritage site teasers in Instagram/ Facebook ads</div> <div>Collaborate with tourism websites to feature the dashboard link</div>	<div>Create a quick welcome tutorial or guided tour on first visit</div> <div>Improve search visibility (SEO) so tourists can easily find it via Google</div>	<div>Add better filters for trip type (e.g., cultural, natural, offbeat)</div> <div>Include traveler tips, photos, and suggested itineraries</div> <div>Use simple icons and color codes for danger/risk status</div> <div>Make graphs interactive and easy to explore for beginners</div> <div>Ensure full mobile-friendly experience with clean layout</div>	<div>Allow users to save or export selected sites/trip plans</div> <div>Provide links to book tours or nearby attractions</div>	<div>Add share buttons for social media or WhatsApp</div> <div>Let users create an account to save and revisit plans</div> <div>Send reminders or updates on saved or new sites of interest</div>

