Scenario: [Existing experience through a product or service]

**Entice** 

iPhones while

Tech news

websites, YouTube,

Flipkart/Amazon

app

Product

comparison

pages

understand how it

compares to

Android

How does someone become

aware of this service?

**Enter** What do people experience as

Now" or "Add to Cart"

button.

Product page and

checkout flow on

Flipkart, Amazon, or

Apple Store

Help me complete

the purchase

or delays

thout confusion

Customer support

(chat or call) for

delivery queries

lelp me ensure I'm

not missing any

offers or cashback

for a chosen model.

Filters for price/

storage/model

Help me avoid

overpaying or

buying too soon

Unboxing or

camera reviews

make the product

feel premium

"Feature overload"

models

they begin the process?

Engage

Receive shipment

update

an SMS or email notifying

that the iPhone is out for

delivery.

Receives delivery

notifications via

SMS/email or

courier app

n perfect conditior

On-time delivery

builds trust in the

platform

In the core moments in the process, what happens?

**Receive the** 

product

the package and

verifies the product

and accessories.

Interacts with

delivery person

onfident setting up

everything properly

Unboxing

feels premium

and satisfying

Friends or followers

reacting positively

on social media

Exit What do people typically **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?

#### 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?



## **Goals & motivations**

**Positive moments** 

delightful, or exciting?

primary goal or motivation? ("Help me..." or "Help me avoid...")

At each step, what is a person's

What steps does a typical person find

enjoyable, productive, fun, motivating,

best iPhone Help me

It's fun exploring

features and

imagining owning

the phone

Users forget to

check exact price

with EMI or

exchange

Help me find the

Help me feel confident about this investment

too much tech while comparing

Review

sections, FAQs,

user ratings

Many users discover A customer lands The user filters based They compare models They view specs,

Apple's

website or

mobile app

Help me decide

which model fits

Seeing offers or

cashbacks creates

excitement

Confusion from

jargon

Satisfaction after placing the order ("Yes! It's done!")

Smooth, fast payment experience

Seeing order confirmation and tracking info immediately

After deciding which iPhone to buy, the They fill in address, payment method (EMI.

A final order summary beautiful and order summary is shown, and once and once and once are mail is sent with and order confirmation beautiful and order summary and order confirmation beautiful and order summary and order confirmation or email update them

A final order summary beautiful and order summary and order summary and order summary beautiful and order summary and order summary and order summary beautiful and order summary and order summary and order summary beautiful and order summary and order summary and order summary beautiful and order summary and order summary

Emails and SMS for

confirmation and

updates

Help me know what

happens next

(tracking, delivery)

about shipment status

invoice, delivery date,

and tracking link.

App notifications

from courier services

(like Delhivery,

Bluedart, etc.)

Help me avoid

delivery issues or

product mix-ups

purchase is completed.

Payment gateways

and bank portals for

EMI/credit options

Help me feel sure

ny payment went

Anticipation and excitement for delivery day

Worrying if the payment failed or if cashback applied properly

Anxiety about estimated delivery delays

Confusion due to multiple payment or shipping options

Worry about delivery damage or missing items

Provide a quick-

start interactive

Tableau guide for

new iPhone users

Activation or SIM setup issues

Bundle accessory

suggestions based

on location & usage

trends

Feeling lost during initial iOS setup or data migration

Begin regular use Compare with of the iPhone previous phone

the iPhone into daily life

– social media, work,

entertainment, etc.

Leaves a product

rating or feedback on

Flipkart, Amazon, or

Apple website

The unboxing experience is shared on social media or with friends.

**Unbox the iPhone** 

Engages with Apple's iOS

setup and iCloud

unboxing and first-

use experience

First use (camera,

display, Face ID)

impresses instantly

Interacts with peers to share insights or ask for tips

Help me stay Help me confirm Help me share my that I made the right experience with purchase decision others

Realizes noticeable

previous phone

provements over

Apple products and launches

Gets good resale

trade-in with Apple

or Flipkart

price or smooth

upgrade option

integration with

Apple Watch,

Offer long-term

satisfaction surveys

and show summarized

Help me keep

Shares long-term

feedback

videos or blogs

about 6-month/1

year usage.

Engages with brand

campaigns and

loyalty programs



# **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

How might we make each step better?

Areas of opportunity

Auto-detect region and suggest popular models in that state

> Use Tableau to compare iPhone model trends and price drops

Highlight frequently used phrases from user reviews (e.g. "great battery," "overpriced camera")

Show simplified model-vs-model comparisons

Use a Tableau dashboard to show past delivery delays vs actuals

Suggest best payment method based on user behavior analytics

Integrate real-time

iPhone availability

heatmaps by state/

Auto-apply best discount or cashback using region-based filters

Provide a short

Tableau visual

summary of "What to

expect after order"

Recommend curated YouTube tutorials or tips post-delivery using trend analysis

Use Tableau to visualize most-used

features by demographic or region or shortcuts based on user profile/

Feels proud to

own and use

an iPhone

Regret over model

choice or price if a

better deal

launches soon

Provide **usage tips** Auto-suggest best resale timeframes or resale value estimates

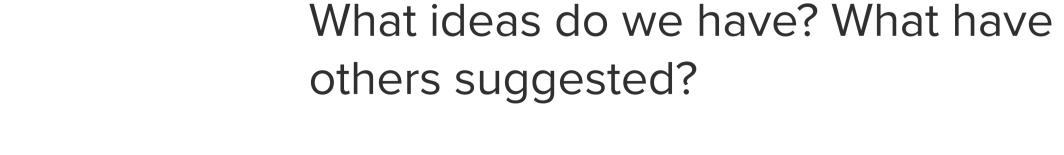
Suggest best upgrade timing based on **model age** and market data

program dashboard for returning users

Recommend (Watch + iPhone deals) based on user profile

Tableau visual insights

See an example



Product School



experience as the process finishes?

battery, performance,

and overall experience

vs. their old phone.

Joins online iPhone

communities (Reddit,

Telegram, Instagram

tech pages)

**Continue using Apple ecosystem** 

Starts exploring or Tries selling the Follows Apple Posts YouTube buying AirPods, current iPhone Apple Watch, when upgrading or MacBook, etc.

Visits Apple or

Flipkart/Amazon to

resale value

check trade-in or

Uses Telegram/ WhatsApp/Reddit Watches keynote events or follows

> for resale coordination

Waits for new

keynotes and

upcoming launch

rumors.

Submits feedback through email surveys or review reminders

Apple product leak

pages

Help me get the Help me share my best resale value or experience and influence others

experience over time

Builds reputation as a "tech expert"

in peer groups

reactions from those influenced by their review

MacBook, or iCloud

loyal as a returning Apple user

Feels smart and