Browsing, subscribing, managing inventory, and providing feedback



How does someone initially become aware of this process?



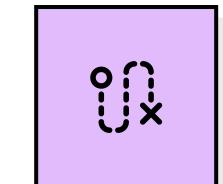
What do people experience as they begin the process?



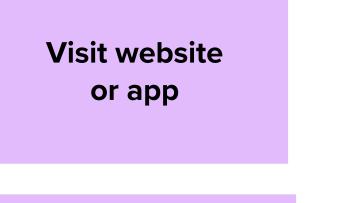
In the core moments in the process, what



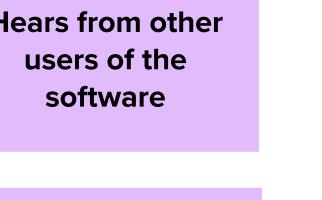
What do people typically experience as the process finishes?

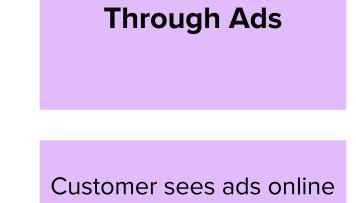


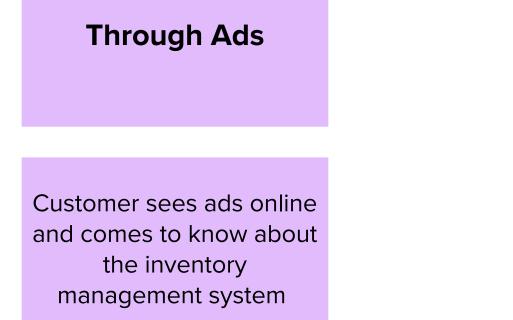
What does the person (or group) typically experience?

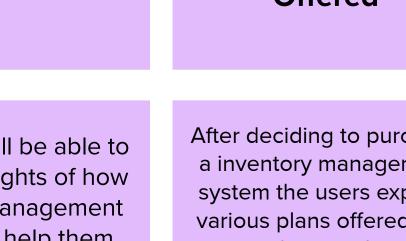


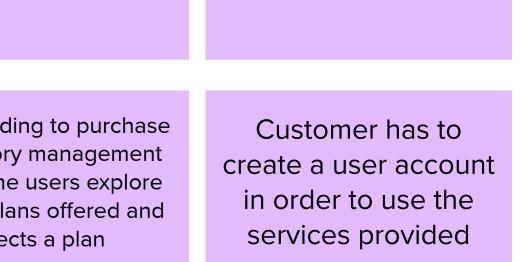
the web searching for

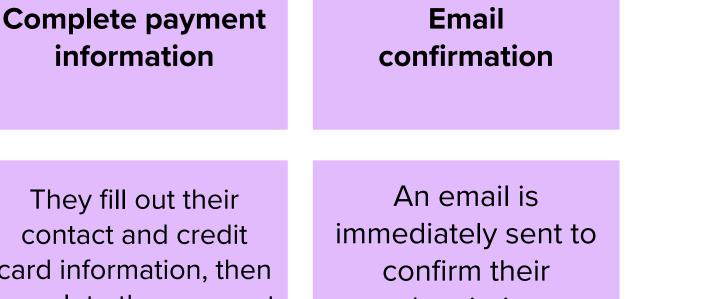




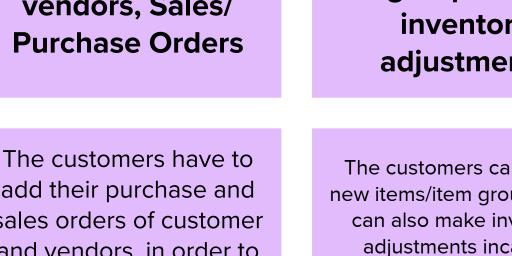






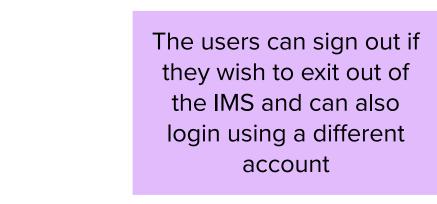


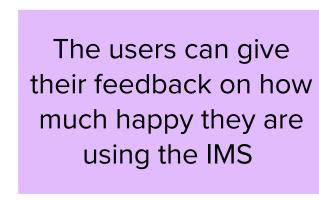




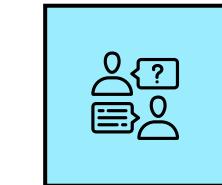








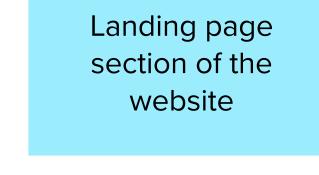
Writing & submitting Feedback

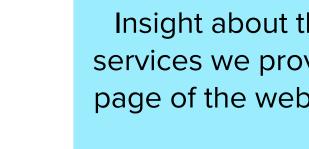


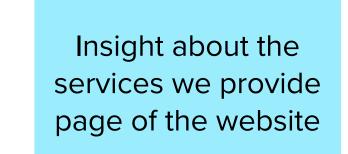
### Interactions

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 would they use?

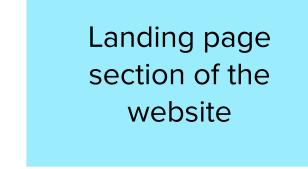


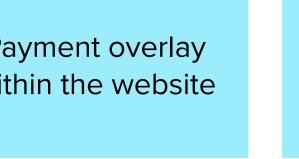


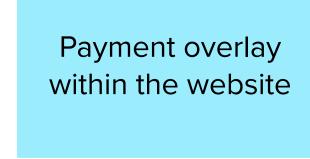


User may come to know about the inventory

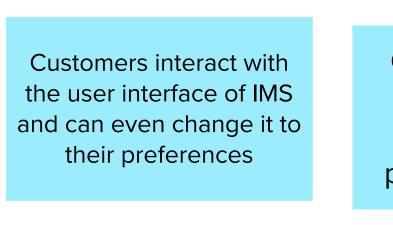
management system through other clients.

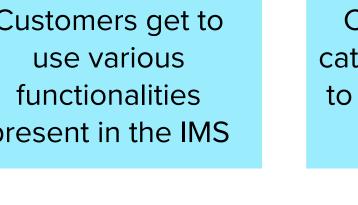


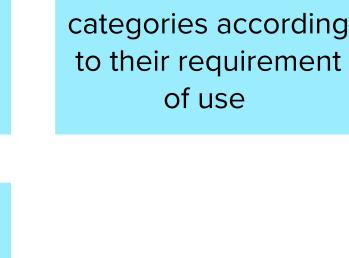


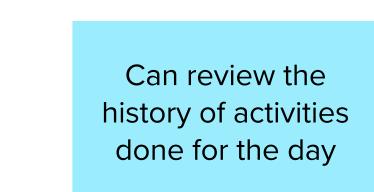


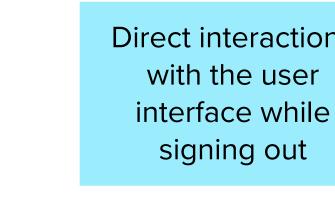


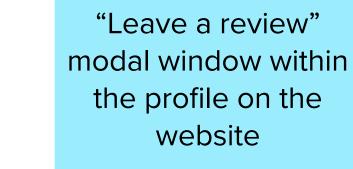








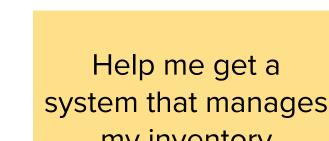


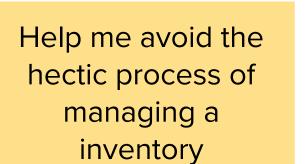


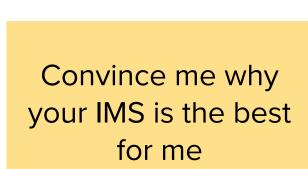


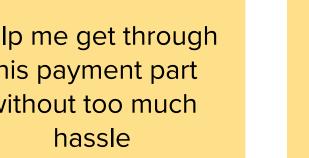
### **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

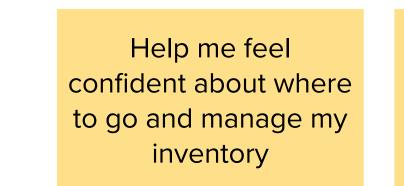




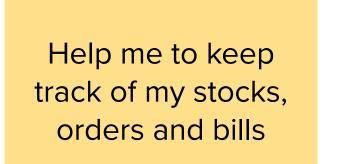


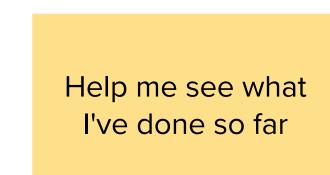


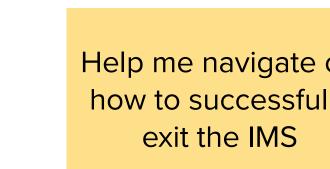
that my purchase is finalized and tell me what to do next

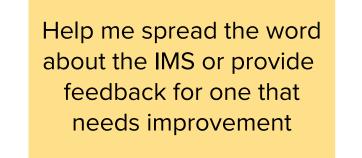


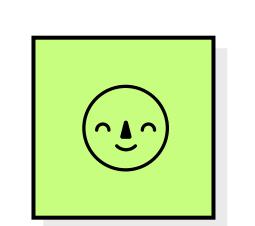






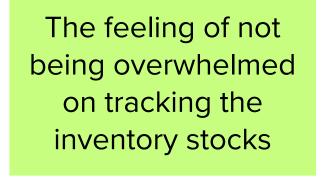


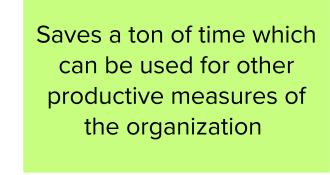


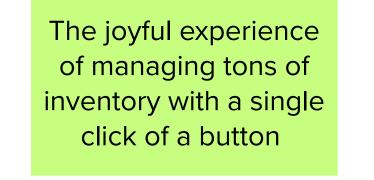


# **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

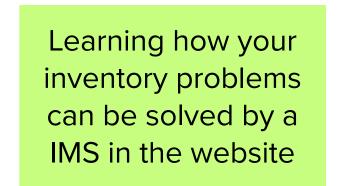


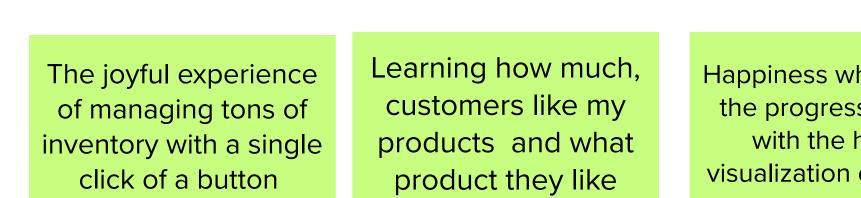


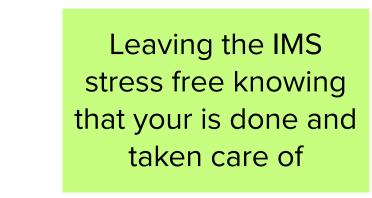


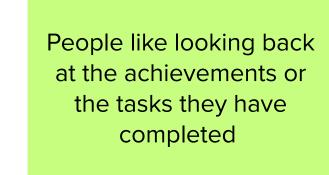








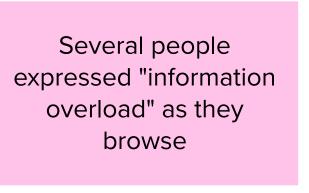


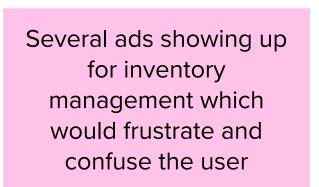


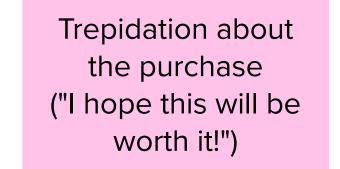


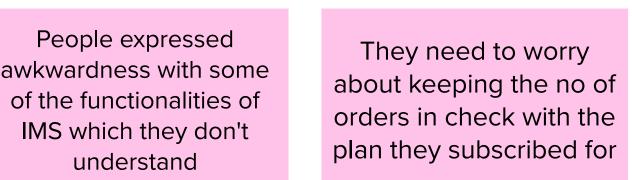
## **Negative moments**

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

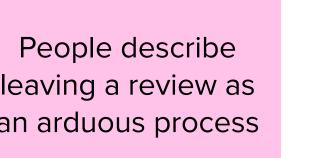


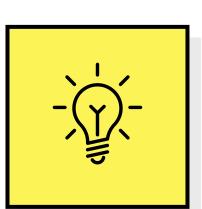












# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

