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