## Scenario: [Existing experience through a product or service] **Experience steps** What does the person (or people) at the center of this scenario typically experience in each step?

What interactions do they have at each

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects do they use?

Interactions

step along the way?

Places: Where are they?

**Goals & motivations** 

primary goal or motivation?

**Positive moments** 

At each step, what is a person's

("Help me..." or "Help me avoid...")

# **Entice**

Social Discovery: Comes

across a post about UNESCO Heritage on

Instagram or LinkedIn

Ad Engagement:

video or carousel ad

on social media.

Curiosity: Curious

about global

Visual Hook:

caught attention.

Access Confusion:

or sign-up is required.

Clarity: Add a short

"Why Use This

Tool?" section.

Unsure whether login

Colorful map image

Clicks on a tease

How does someone become aware of this service?

Peer Recommendation: Receives a referral from a classmate, professor, or friend.

Word of Mouth: Asks

others about the

edibility or usefulnes

Learning: Searching

for an engaging way to understand global

Relevance: Value

clear and globally

relevant.

Lack of Guidance: No

introductory tutorial

caused confusion.

of the platform.

Academic Source: Finds the project link in an academic newsletter or event.

Organic Search:

Reviews landing page

content or preview on

Google search results.

Research: Looking for

reliable data on heritage

threats for academic use.

Social Proof:

Testimonials or

reviews looked

trustworthy.

Landing Experience: Link Visit: Clicks on Arrives on homepage shared link. and reads the project summary.

or OTP.

Navigation:

Navigates via menu

bar or guided tour.

Map Use: Adjusts

zoom on world map,

clicks markers.

Quick Insights: Wants to quickly view UNESCO sites

by type or threat level.

Usability: Clean UI

made navigation

intuitive.

Map Legend Missing:

Unsure what each color

on map represented.

they begin the process?

What do people experience as

**Enter** 

Signup: Signs up

Tour: Completes oneusing Google/Gmail

click onboarding walkthrough.

User Focus: Chooses an

initial focus (e.g., "Cultural

sites by continent").

Compare Data:

countries or years.

Performance:

Visuals loaded

quickly.

UI Clarity: No

tooltips to explain

icons.

Explore for Research:

Wants to gather visual

nsights for assignments.

Search Efficiency:

Filtering and search

bar worked well.

Engage In the core moments in the process, what happens?

Use Filters: Uses

filters to narrow

down site types.

Interactive Tools:

Interacts with time

sliders, dropdown

filters, and heatmaps.

nderstand Inequality: Get

insight on

underrepresented regions.

Responsive Design:

Responsive design

on tablet and mobile.

Annotation Limit: No

ability to annotate or

comment on visuals.

Trend Analysis: Download: Explores trends like Downloads or "Sites in Danger" or bookmarks charts. "Recent Additions."

Visual Discovery:

Clicks through image

carousels of top

heritage locations.

Category Insight: Compare cultural vs

natural site

Smooth UI: Smooth

zooming, hover-to-

reveal works as

expected.

Overlay Limitation:

Unable to overlay

different types of data

(e.g., threats + years

User browses the interactive world

Watching embedded

videos or image galleries

of heritage sites

lentify preservation

Seeing

improvements in

preservation trends

Data load delay for

high-volume regions

**Export Function:** 

Tries to export CSV

Risk Awareness:

Understand factors

Downloadable Data: Chart

rends are informative and

exportable.

Mobile

responsiveness

issues

or PNG of charts.

Using filters and sliders to change visual views

Saves or exports

reports or insights

Use data for academic

or research purposes

Easy export of useful

visual reports

Confusion over map

legends or icons

**Exit** 

What do people typically

Social Sharing: Tries

to share chart on

social or export a PDF.

Feedback Prompt:

Engages with

feedback pop-up or

rating system.

Recommendation:

(e.g., faculty or

Inform someone else

Closure UI: Final page

had a clean "Thank

you" message.

Forgot Export: Forgot

leaving.

experience as the process finishes?

Logout/Close: Completes

exploration, logs out

or just exits.

Summary Page: Navigates to summary page or usage recap.

Bookmarking: Sometimes

bookmarks site for return.

Citation: Cite source

in paper or blog.

**Export Works:** 

Download/export

option worked.

No History Save: No

way to save history.

Session Recap: Save

session for future.

Stay Updated: Keep up with global

Finds updated

insights helpful.

No Engagement

Layer: No badges or

**Extend** 

What happens after the

experience is over?

Referrals:

Recommends to

classmates.

Community Input:

Contributes feedback

or ideas.

Track Risk: Track changes and risk

Sense of Community:

Feels part of an

informed community.

Lack of Community:

Doesn't know how to

engage beyond data.

New Risk Data: Comes

back for updated

Subscriptions:

Subscribes to

notifications.

endangered sites data.

Alerts: Receives

email update when

new sites are added.

New Sections: Views

"Trending" sections.

"Recently Added" of



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?

Demo Tools: Include demo video or preview of key features.

Audience Targeting: Promote use cases for students, travelers, and policymakers.

Visual Guide: Add onboarding tooltip with visual legend.

Quick Filters: Offer presets for quick country or regionbased views.

Advanced Filters: Enable multi-layer analysis.

Social Sharing: Add ability to share personalized views.

Offer a multilingual toggle for global users

Improve responsiveness for mobile/tablet users

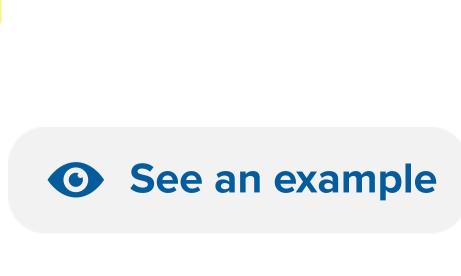
Add tooltips or quick guides for charts

Workspace: Save-ascollection or workspace for repeat users.

Summary Option: Add "Email my session summary" option.

Gamification: Offer milestone badges for contributions.

Collaboration Tools: Add community/ collaboration feature.



### What ideas do we have? What have others suggested?

Product School Created in partnership with Product School