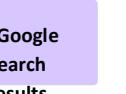
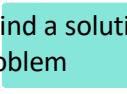
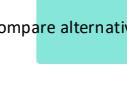
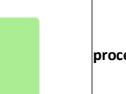
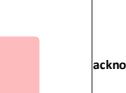


Scenario: Exploring Global Heritage Sites Through Official World Heritage Data	Entice Goal: Encourage user to explore further.	Enter Goal: Customer signs up / registers.	Engage Goal: Customer actively uses the service.	Exit Goal: Customer makes purchase / completes main action.	Extend Goal: Build loyalty & retention.
 Experience steps <ul style="list-style-type: none"> Sees advertisement Searches online Visits website/social page 	 Entice Goal: Encourage user to explore further.	 Enter Goal: Customer signs up / registers.	 Engage Goal: Customer actively uses the service.	 Exit Goal: Customer makes purchase / completes main action.	 Extend Goal: Build loyalty & retention.
 Interactions <ul style="list-style-type: none"> Social media ads Google search results Website landing page [] [] 	Social media ads	 Google search results	 Quick and easy access  Secure account creation	App dashboard	Notifications
 Goals & motivations <ul style="list-style-type: none"> Find a solution to their problem Explore available options Compare alternatives 	 Find a solution to their problem	 Compare alternatives	 Fast registration  Social login option  Get value from service	 Solve problem efficiently  Reduce cost  Switch to competitor	 Continued satisfaction  Rewards & benefits
 Positive moments <ul style="list-style-type: none"> Attractive visuals Clear value proposition Easy-to-understand message 	 Attractive visuals	 Clear value proposition	 No clear differentiation  Complicated explanation  Easy navigation	 Helpful guidance  Easy cancellation process  Respectful exit experience	 Share experience
 Negative moments <ul style="list-style-type: none"> Too many competitors Confusing website Lack of trust signals 			 	  	 
 Areas of opportunity <ul style="list-style-type: none"> Strong branding Clear CTA (Call-to-Action) SEO optimization 	