

Phase	Before Shopping at home				While Shopping at target - exploring					While Shopping at target - rushing		While Shopping at target - checking out				
context/ Scenario	Return an item	Add item to shopping list	Ask for promotions/offers	Finalising the shopping list	Entering Target	Get things to re-decorate room	Find missing item on rack	Compare items	Ask for recipe	Picking up everything on shopping list in a rush	Check everything off the list	Scan QR code to get started	Add groceries separately	Scan all items	Get discounts	Pays
Feeling																
User's Action Spot's Action	<ul style="list-style-type: none">👤 Checking if item is eligible for return<ul style="list-style-type: none">1️⃣ Ask relevant question to determine eligibility👤 Initiating return<ul style="list-style-type: none">1️⃣ Create return slip👤 Setting reminder to take the return item to Target<ul style="list-style-type: none">1️⃣ Confirm reminder	<p>OPTION 1</p> <ul style="list-style-type: none">👤 Telling spot what to add<ul style="list-style-type: none">1️⃣ Confirm product based on shopping history1️⃣ Confirm the update on shopping list <p>OPTION 2</p> <ul style="list-style-type: none">👤 Asking to open scanner<ul style="list-style-type: none">1️⃣ Open scanner👤 Scans and add product<ul style="list-style-type: none">1️⃣ Confirm the update on shopping list	<ul style="list-style-type: none">👤 Checking for offers<ul style="list-style-type: none">1️⃣ Process database and check for upcoming promotions👤 Setting reminder<ul style="list-style-type: none">1️⃣ Set notification request update once there is a relevant offer/promotion	<ul style="list-style-type: none">👤 Checking if you added everything<ul style="list-style-type: none">1️⃣ Process shopping history👤 Inform user about frequently bought items that are missing from the shopping list<ul style="list-style-type: none">1️⃣ Set notification request update once there is a relevant offer/promotion	<ul style="list-style-type: none">👤 Getting a cart and opening app<ul style="list-style-type: none">1️⃣ Confirm location1️⃣ Show welcome message and give tips to get started	<ul style="list-style-type: none">👤 Asking suggestion to get started<ul style="list-style-type: none">1️⃣ Confirm the task1️⃣ Show route on map	<ul style="list-style-type: none">👤 Scanning barcode on rack<ul style="list-style-type: none">1️⃣ Show the item and its availability1️⃣ Reassure and motivate user to find the item around.	<ul style="list-style-type: none">👤 Scanning the item<ul style="list-style-type: none">1️⃣ Open barcode scanner👤 Asking for cheaper item<ul style="list-style-type: none">1️⃣ Process database1️⃣ Show result:<ul style="list-style-type: none">1. "You found the cheapest item"2. "XYZ is cheaper than and at aisle A6"	<ul style="list-style-type: none">👤 Identifying item to cook with and asking for recipe<ul style="list-style-type: none">1️⃣ Confirm preferences1️⃣ Selecting preferences1️⃣ Show relevant recipes👤 Add needed ingredients in shopping list<ul style="list-style-type: none">1️⃣ Confirm the update on shopping list	<ul style="list-style-type: none">👤 Picking all items on shopping list in a hurry.<ul style="list-style-type: none">1️⃣ Show best route and approximate time	<ul style="list-style-type: none">👤 Checking the list and ticking items off<ul style="list-style-type: none">1️⃣ Celebrate the accomplishment	<ul style="list-style-type: none">👤 Scan QR code on phone<ul style="list-style-type: none">1️⃣ Exit mobile and enter Kiosk	<ul style="list-style-type: none">👤 Weighing the items and asking spot to add<ul style="list-style-type: none">1️⃣ Show options to identify item on screen👤 Selecting item and adding to cart<ul style="list-style-type: none">1️⃣ Confirm the item and beep to confirm update on cart	<ul style="list-style-type: none">👤 Scanning items<ul style="list-style-type: none">1️⃣ Beep at every item to confirm.1️⃣ Checkout1️⃣ Be in standby	<ul style="list-style-type: none">👤 Reviewing final cart and discount<ul style="list-style-type: none">1️⃣ Announce money saved and do mini celebration	<ul style="list-style-type: none">👤 Selecting payment method<ul style="list-style-type: none">1️⃣ Show saved payment method👤 Making payment<ul style="list-style-type: none">1️⃣ Confirm payment1️⃣ Celebrate and thank customer to visiting
Mode of Conversation	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Hannah is <i>controlling</i>	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Spot is <i>controlling</i>	Spot is <i>controlling</i>	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Hannah is <i>controlling</i>	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Hannah is <i>controlling</i>	Hannah is <i>controlling</i>	Hannah is <i>controlling</i>	Hannah is <i>collaborating</i> with Spot Spot is guiding.	Hannah is <i>controlling</i>	Hannah is <i>controlling</i>	Hannah is <i>controlling</i>
Spot's mode of response	 		 	 		 	 	 	 	 			 	 	 	
Touch points												 				