

## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Online advertising options for healthcare practices  Increase online search visibility for healthcare practice through branding  Not aware of websites or successfully reached into it  Advertisements in banners also help the people to know those facilities	Visit the hospital and they can book appointments with doctors  Patients data's get stored so that they can easily get treated	Adding, updating, deleting patients details  Automation of hospital administrative process	patients get well treated and got cured	people may share their experience to make use of this
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?	people can see their data's in hospital records  people can make use of this automated health care system for improved treatment  people can make use of this automated health care system for improved treatment  people can use their smartphones, tablets, laptops, smartwatches and pc's	patients can have apps which will assist them  patients details should be updated with proper knowledge of patients  patients details should be updated with proper knowledge of patients	patients can consult the doctors  patients get also assisted by special applications  It should automatically insists the patients about their appointments	Checking whether each patient's data is correct or not  Checking the hospital sources and doctors availability	Checking the hospital sources and doctors availability
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Helps patients to get improved diagnosis  To provide on-time treatment and medical advices	It is easy for the doctors to handle the patients efficiently  Efficient scheduling of doctors  of doctors	Time management patients and doctors have good communication	Saving all details about the patients and their appointments in server  Storing patients data with Email / password so that they won't get missed	Increased patient's awareness about data analytics in health care
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	patients can easily get treated efficiently with minimal time  patients get notified for their booked appointments	Getting improved diagnosis and better results  It is easy to maintain the records safely in servers instead of casesheets	Early detection of diseases patient's care	Combining user friendly apps  Automatic updating of information	Patient can also intimate the doctors about their appointments
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Data security is the big challenging in implementation  Storing of such big data is difficult	patients will rely on technology rather consulting doctors  It is difficult to have such wide array of data integrity concerns  As it requires high implementation cost	Patients data can be hacked or it may get treated wrongly in case of wrong storage of information	Patients may loose trust about automated health care  May be misguided	Prevent others from accessing automated health care
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Using technologies like Artificial intelligence(AI)  Better web server to store the data's	Making it more understandable to people  By reducing the consultation fee for treatments  By reducing the consultation fee for treatments	Proving better environment for users  Proving offers for medical check ups	Early diagnosis of diseases and providing a better life  Providing health insurance claims for high cost treatment and operations  Providing health insurance claims for high cost treatment and operations	Reducing human error  Feedback from the patients about the treatment and service