Trip Planning Stage	Travel Stage	Post-Travel Stage
Identify health and safety risks relevant for upcoming travel destinations.	Receive timely alerts and advice on minimizing disease risks during trip.	Understand the needs take any health precautions now that has returned home.
 Researches basic info on travel location online Books flights and hotels Checks passport and visa requirements. 	 Follows general precautions like using repellent. Checks local news, internet and searches health risks if notices mosquito activity. 	 Resumes normal routine and tasks Might search Zika guidance if remembers his trip
 Busy finalizing trip plans Forgets to look into health risks in detail Assumptions destination is safe 	 Annoyed by mosquito bites Worried about diseases but uncertain how serious the risk is based on limited information 	 Busy catching up after travels Forgets to check whether he should get tested or take other Zika precautions
 Lacks awareness of Zika guidance for specific locations No reminders about outbreaks during booking 	 No location-based Zika alerts to warn of outbreaks and provide tailored precautions Feels overwhelmed by travel health advice. 	Lacks reminders on when to get tested for Zika or use protection post-travel based on destinations.

Happy

Neutral

Unhappy

Goal

Actions

Thoughts

Pain-points