Chronic Kidney Disease
User/ Customer

SCENARIO

Installing, Accessing & Detecting the CKD using App

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?

Entice	Enter	Engage	Exit	Extend
Booking Appointment to Hospital	Start Checking for CKD	Arrive at Hospital Location	Leave the guide	checkup appears in the user profile
Visit website or app	Complete payment information	Meet the Nurse guide	Prompt for review	Personalized recommendations
Choose a Time, dates, and number of people	Confirm payment & book for checkup	Experience the Checkup	Writing & submitting review	Personalized other CKD related checkups
Browse available Doctor's Name & Time	Email confirmation			
View detail on Appointment Schedule	Email reminder			

Sub-notes:
- Most Users to find whether they are affected by CKD by visiting nearest Hospital
- A customer navigates to the CKD prediction section of our website or app
- The customer types their name, dates, and the number of people who are come along with patient are available
- The customer sees available Doctor's name, for their dates to visit Hospital
- after seeing the Timing schedule, the User clicks or taps to view more. They see information about what and when the appointment is fixed, plus the time of day, and Doctor guide
- After deciding to go on this Prediction they click the start check button
- They fill out their contact and credit card information, then continue
- They see a summary of what they are about to do, then they confirmed and the appointment is booked!
- An email immediately sends to confirm their appointment and provide details about where and when to meet guide
- One day before the checkup begins, a reminder email is sent to all user. The email emphasizes where and when to meet, and what to bring (if applicable).
- Using their own means of transportation, the User makes their way to the location at the scheduled time.
- Tour patients meet the guide and other people who have take the same checkup
- The guide brings the patients around the area, explaining things as they go. Typically this lasts about 3 hours.
- The guide end the checkup and everyone heads their separate ways
- One hour after the checkup finishes, an email and in-app notification prompt the patients for a review
- The user writes a review and gives the predicting CKD app a star-rating out of 5.
- The completed profile appears with users "past checkups" and a users profile with a few details of patients
- users who undergone predicting CKD informs them to meet our doctor for further clarifications.
- The user receives an email 14 days after their checkup with personalized recommendations for other checkups
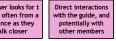

Interactions
What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
Whether the app predicts correct information?	CKD detection section of the website, iOS app, or Android app	The User looks for t guide, often from a distance as they walk closer	Often takes place at the same place where the group met the guide, but not always	Completed experiences section of the prfile onthe website, iOS app, or Android app
What are the details it will ask for predicting CKD?	Customer's email (software like Outlook or website like Gmail)	Direct interactions with the guide, and potentially with other members	To some degree, this is communicating indirectly with the Nurse guide, who will see their review	Customer's email (software like Outlook or website like Gmail)
Will it give results within a Single day ?	Payment overlay within the website, iOS app, or Android app	Some patients include interactions with other people or restaurant staff (e.g. on a food court)	"Leave a review" modal window within the profile on the website, iOS app, or Android app	If other users interact with this person, theywill see these completed checkup also
The Nurse guide makes first appearance at this point, although the user doesn't interact with them yet.		Most common objects people interact with on checkup are chairs ,Bed etc.,	Depending on the User and guide, tipping/cash may be involved	Recommendations span across website, iOS app, or Android app
CKD detection section of the website, iOS app, or Android app				

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
Help me to reach this CKD prediction section floor	Help me understand what this App will do all this	Help me feel confident about where to go and which one of these people is my guide	Help me feel good about my decision to go on this checkup.	Help me see what I've done before
Help me have correct results from prediction	Help me get through this payment part without too much hassle	Help me feel good and tell me what to do next	Help me leave the hospital with good feelings and no awkwardness	Help me see what I could be doing next
Help me to avoid seeing doctor for the wrong dates, times ,	Help me feel confident that my appointment is finalized and tell me what to do next	Help me leave the hospital with good feelings and no awkwardness	Help me spread the word about a great Prediction a pp and feedback for one thatwas not so good	
Help me to learn what instructions doctor gave	Help me make sure I don't forget about my checkup so that I don't waste money or get disappointed			

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or engagement?

Entice	Enter	Engage	Exit	Extend
It's fun to look at options and imagine doing CKD prediction like some experiences	Excitement about the checkup ("Here we go!")	Our guides tend to be so good that people are reassured when they meet their guide	People generally leave hospitals feeling refreshed and inspired	We think people like these recommendations because they have an extremely high engagement rate
Some Test results we are taking are exciting to see	Current payment flow is very bare-bones and simple	People love the hospital staffs treating patients, we have a 98% satisfaction rating		
It's reassuring to read reviews written by old patients	We've heard from several people that the reminder emails were essential, especially if they booked way in advance			

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
People sometimes forget to put in their dates & time which leads them to discover problems they can't actually attend	Trepidation about the Checkup for predicting CKD ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a hospital	People are unclear whether a tip is necessary, especially from Affected ones	We have very low review rates (15% of people review experiences)
Several people expressed "information overload" as they browse		Sometimes people are matched up with nurse guides that they don't really like	Users report feeling review fatigue	
People express a bit of fear taking at this step			People describe leaving a review as an arduous process	

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
If you don't follow this procedure immediately after your Booking, could we send a follow-up?	Provide a simpler summary to avoid information overload	How might we make our guides easily identifiable (via a name batch, height &weight for example)	How might we make it clear that tipping is appreciated but not necessary?	Could we A/B test different language to see what changes response rates?
Could we automatically carry over the prediction website from your booking? (e.g. via a cookie)	Show highlights or common phrases from reviews of old patients		How might we totally eliminate this awkward moment?	How might we progressively disclose the full review so that each step feels more simple?
Make it easier to compare and predict CKD for experiences without having to click on them				