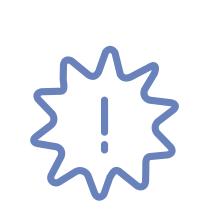
SCENARIO

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?

User friendly



Engage

In the core moments in the process, what happens?



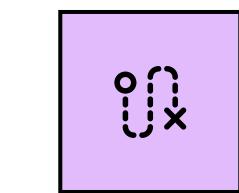
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

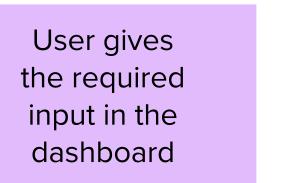
What does the person (or group) typically experience?



endation doctor Gathered
information from
the peer group

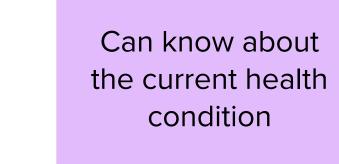


Explore the interface



Gain insights from the visualisation

User can access the health data



Get quick results

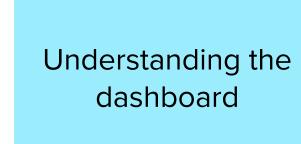
Follow a healthy lifestyle



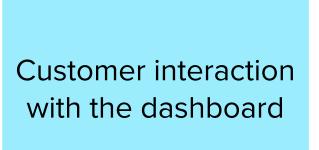
Interactions

What interactions do they have at each step along the way?

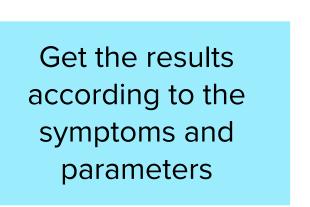
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



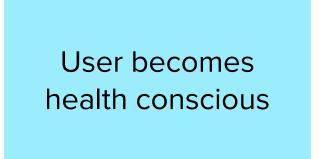
Customer interact with the dashboard by means of web application

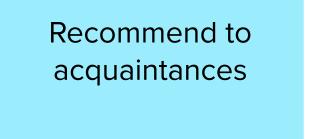


Predicting the presence of Heart Disease

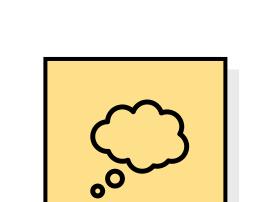






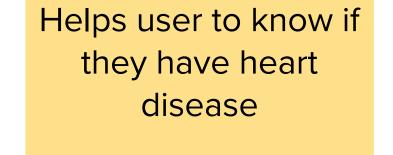


Share the experiences to others



Goals & motivations

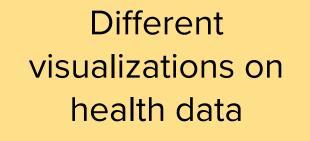
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Helps user to stay alert about his current condition



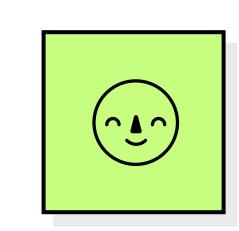
Helps user to enter health data



Quick and accurate prediction of heart disease

Quick and accurate prediction of heart disease

Creates awareness about heart



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Detailed information about causes of heart disease

Easy access and prediction

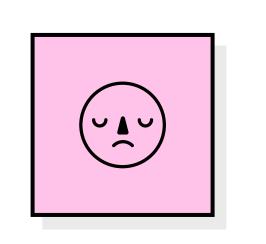
Helps user to explore in a self paced manner

Helps user to access health data

Clear insights from visualizaions Accurate results in prediction of heart disease

Clear overview about the heart disease

Improved understanding of his health



Negative moments

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

Create fear about user health condition

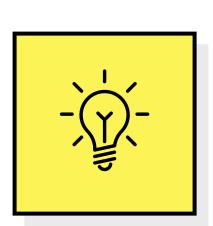
Keeps user in a dilemma User might stumble when he/ she is new to environment

User cannot explore when he/she is offline

User might fear about security of data User may hesitate to use application without doctor suggestion

User might be in a confused state about the predicted results

Predicted results might threaten user and make tensed



Areas of opportunity

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

Providing suggestions to user to lead healthy life

roviding causes and symptoms of heart disease

Creating interactive

Providing suggestions of doctors

ommending Healthy commending eatments for eart disease

Make user stay uptodate about heart disease

Suggesting user about self care and precautions