

SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)

Positive moments

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

Negative moments

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

Areas of opportunity

How might we make each step

Entice

How does someone initially become aware of this process?

Visit website or app

Check the equipments

Monitor the whole process

The user should navigate to our website or app

make sure that there is no fault in the equipments used

User can monitor the whole process from anywhere

Mobile apps to monitor the whole system

By attending awareness programs regarding this whole process

To keep the environment clean

To prevent harmful diseases

To protect nature from harmful wastes

can prevent the spread of hazardous diseases

can be operated from anywhere

Limited man power

Software maybe corrupted

Implementation is quite complicated

Network connectivity issues may occur

To mange waste in metropolitan cities

Conduct awareness programs to educate people about smart waste management

Enter

What do people experience as they begin the process?

Create an account in the app

Log in to the app

Equipements check

The user should create an account by using mail or phone number

The user should login the app using the same number or mail

In the dashboard we can check the efficiency of the equipments used

Check the working of the whole system

They are able to monitor the system remotely

Modern technology makes this whole process simple

Some people may find it hard to understand the process

By this the environment can be kept clean

Engage

In the core moments in the process, what happens?

Alert message

Segregation of waste

The user is notified whenever there is a system fault

Pickup hand separates the different kinds of waste

Notifies the amount of waste in the bin

Limited man power

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Exit

What do people typically experience as the process finishes?

Ensure that the system is working efficiently

Submitting feedback

Waste treatment is efficient

User can review and give suggestions to make it better

Customer's mail

Review the system

Get ideas about making the system more efficient based on the reviews

Extend

What happens after the experience is over?

collecting waste from the bin

Saves dumping area spaces

Direction of bringing changes in the current disposal system

segregate the waste without the help of workers with less time

completed experience profile on the apps