



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?



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?

Patients affected with disease	They have necessity to be admitted in hospital	Patients should be hospitalized after the result being positive	The team or Management & staffs	Test & result	Start purchase of a medicans	Complete payment information	Confirm payment & bills	Diseases confirmation	Email reminder	Arrive at tour location	Meet the guide & group	Experience the tour	Leave the guide & group	Prompt for review	Writing & submitting review	Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
The length of stay of patient should be decided by medical	Specialist based on the severity	The resource necessary for the treatment should be provided by hospital	View detail on a single actions in hospital	Physical mode of admission	After deciding to go they click the Purchase	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase	An check the problems immediately	One day before the tour begins, a reminder email is sent to about participants.	Using their own means of transportation, the customer makes their way to the at the scheduled time.	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an in-app notification prompts the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.	The completed tour appears on the user's profile with a few details on where the group went	Participation in the tour informs our backend recommendation system, which the customer may experience via better personalization	The customer receives an email 14 days after the tour with personalized recommendations for other tours	When a past tour participant books a new travel with us, we show them personalized tour recommendations in their arrival city.



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?

section of the analyzing	section of the website hospitals	City tours section of the recovery	Analyzing the severity of the disease	Analyzing the patient's conditions	Prevailing situations	Payment overlay within the patients, in hospitals	Video conference	Customer's email admission less period (like Gmail)	Customer's email (software like Outlook positive requirements)	Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide.	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members	problems (software like patients)	"Leave a review" modal window within the profile on the happy or Android app	Completed experience section of the profile on the happy and relieved	Recommendations on patient details	patients (software like Outlook or like Gmail)	Post-purchase screens patients.
				The tour guide makes first appearance at this with them yet consultation						The customer looks for the group or guide		Some tours include interactions with shopkeepers or restaurant staff	Often takes place at the same place where the group met the guide, but not always	To some degree, this is communicating indirectly with the tour guide, who will see their review	To some degree, this is communicating indirectly with the tour guide, who will see their review	If other users interact with this person, they will see these completed tours also			
												Most common objects people interact with on Segways, food, and beverage ages.	Depending on the tour participant and guide, tipping/cash may be involved						



Goals & Motivations

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

Help me get this treated	Help me have more fun or learn new things on my resource	Help me avoid seeing a doctor for the wrong reasons, numbers of people	Help me see what they have to offer	Help me understand what this tour is all about	Help me commit to going on this patients	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my stuff that I don't waste.	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 tour and for me to welcome	Help me make the most of my problem in this new place	Help me leave the tour with good feelings and no awkwardness	Help me spread the word about a great tour or provide a great review and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new problems
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Positiveness

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

		It's fun to look at options and imagine going on a tour, like patients' experiences	Tour photos, videos, and explanations are exciting to see		Excitement about the purchase healthy	Current payment flow is very bare-bones and simple		We've heard from several people that the reminders were essential.		Our guide tends to be so good that people are reassured.	Nervous and Tense	People generally leave tours feeling refreshed and inspired		People like looking back on their past.		We think people like these recommendations because they have an extremely high engagement rate
			It's reassuring to read reviews written by past.													



Negativeness

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

People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend	Several people expressed "information overload" as they browse	People express a bit of fear or commitment at this step	Trepidation about the purchase treatment	People expressed awkwardness about finding the guide in a public place	Sometimes people are matched up with tour participants that they don't really like	People are unclear whether a tip is necessary, especially for positivity	Customers report feeling review fatigue	People describe leaving a review as an arduous process
				People feel too pressured to tip a guide when someone else on the tour tips, leaving them feeling awkward and bad if they don't	We have very low review rates (patients look for people to review experiences and healthy)			



Areas of Opportunity

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

If you don't follow this path immediately after your booking, could we send a problem?	Could we automatically carry over the treatment from your booking	Make it easier to compare and shop for experiences without having to click on them	Provide a simpler summary to avoid information overload		How might we make our guides easily identifiable?	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?	How might we progressively close the full review so that each step feels more	How might we help people celebrate and remember things they've done in the past?
			Show highlights or common phrases from reviews.			How might we equip people to tip after the hospital visit			How might we extend the personal connection to the guide long after the tour is over.