SFAIRPLANE

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

People: Claudia Larmon, Menaka Mahajan, Jerome Phillips, Alejandro Flores, Emma Sato

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

Phases

Phase	Question
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
Diagnosis of Heart; Based on Signs; Based on Symptoms; Several factors for disease	Data Analysis the Process; Getting insights from the dataset; Performance metrics of the model; Result with the real-time data; Time consuming process	Arrive at hospital location; Should be performed precisely; Various medical attributes	Describe the range of conditions; Risk of heart disease; Help in diagnose disease with less	Experimental results predicts disease 100%; Biggest causes of mortality; Rapidly increasing all over the world; Plays a vital role in making decisions on lifestyle; Hidden patterns can be used for health diagnose is medical data

Interactions — What interactions do they have at each step along the way? (People / Places / Things)

Entice	Enter	Engage	Exit	Extend
Most Significant problem; Showing an effective assistance in making decisions; Predictions from the large quantity of data; Used in recent development in different areas	Various studies give only a glimpse in predicting; Prediction model is proposed with combinations; Produce an enhanced performance level; Accuracy level of 92%	Prediction model is proposed with combinations of different features; Improving the accuracy in the prediction; Experience and provide accurate result; Effective assistance in making decisions and Prediction	Hybrid method returns results of 87% for F-Measure; Disease results is not accurate; Classification for the data obtained from the UCI Report	Pre-processed by using various collection of records; Several standard performance metrics; Precision and error in classification have been considered; Computation of performance efficiency of this model

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
Prediction of occurrence of heart disease; Strength of the significant features; To confirm the validity of prediction; Diagnose and predicting the heart disease	Rate is about 1 in 4 death; Reducing the amount of death causing heart diseases; High risk of developing heart diseases; Many features that contribute to heart disease	Different features have different importance; Studies will demand further exploration in terms of the number of features; Weight of each feature that contribute to heart disease	Selected significant features using WARM; Outperformed all features with the highest confidence	Different attributes based on their predicting capability; Important role in deciding which feature; Evaluate the performance of WARM

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

Entice	Enter	Engage	Exit	Extend
	Previous information is termed as a biological prediction; Procedure of valuable mining from a huge amount of dataset; It's reassuring to red reviews written by past travelers; Excitement about the purchase; Current payment flow is very bare-bones and simple	We've heard from several people that the reminder emails were essential, especially if they booked way in advance; Several factors had presented; CVD denotes and condition that affects the heart	People generally leave hospital feeling refreshed and inspired	People like looking back on their past; Low level of good cholesterol

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

Entice	Enter	Engage	Exit	Extend
Patient not diagnosed with heart disease; Major cause of death worldwide; Many medical presents not have equal knowledge	Trepidation about the disease	People expressed awkwardness about finding their guide in a public place; Sometimes people are matched up with other patients that they don't really like	People are unclear whether a disease; Customers report feeling review fatigue; People describe leaving a review as an arduous process; More people die annually from CVD than from; We have very low review rates (15% of people review experiences and tours)	

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

Entice	Enter	Engage	Exit	Extend
We make our guides easily identifiable; Way of manipulating and extraction of implicit; Potential useful information about data; Scope and implementation is increasing day by day; Large quantity of data		We make our guides easily identifiable	We make it clear that tipping is appreciated but not necessary; Could we A/B test different language to see what changes response rates; We progressively disclose the full review so that each review step feels; We equip people to tip after the hospital; Predict the various disease	We help people celebrate and remember things they've done in the past; We extend the personal connection to the guide long