

<div> </div> <div> <b>Scenario</b>  Using a COVID Containment Zone App </div>	<div> </div> <div> <b>Entice</b>  How does someone initially become aware of this process? </div>	<div> </div> <div> <b>Enter</b>  What do people experience as they begin the process? </div>	<div> </div> <div> <b>Engage</b>  In the core moments in the process, what happens? </div>	<div> </div> <div> <b>Exit</b>  What do people typically experience as the process finishes? </div>	<div> </div> <div> <b>Extend</b>  What happens after the experience is over? </div>
<div> </div> <div> <b>Steps</b>  What does the person (or group) typically experience? </div>	<div> <div>Trying out an app</div> <div>Visit website or app</div> <div>Most customers tend to be in-person visitors who happened to stumble in.</div> <div>A customer recognizes the main goals of our app.</div> </div>	<div> <div>Creating an User ID</div> <div>Setting up the notification</div> <div>View Risk Location</div> <div>After installing the app, the customer looks up if the location is on.</div> <div>The customer logs in using his smartphone.</div> <div>The customer expects that location is shown on the map.</div> </div>	<div> <div>View Health Containment Zone</div> <div>Get Areas of Covid Potential</div> <div>After installing the app, the customer looks up the risk location on the app.</div> <div>When they find a location using the app, they look at the app.</div> </div>	<div> <div>Prompt for Review</div> <div>Meeting a customer's needs</div> </div>	<div> <div>Background Monitoring</div> <div>Personalized Recommendations</div> <div>Personalized User Alerts</div> <div>Personalized Not-Experiences After the Travel Booking</div> <div>The customer is aware of the app's main goal and is not in a hurry to use it.</div> <div>The customer is aware of the app's main goal and is not in a hurry to use it.</div> <div>The customer is aware of the app's main goal and is not in a hurry to use it.</div> <div>The customer is aware of the app's main goal and is not in a hurry to use it.</div> </div>
<div> </div> <div> <b>Interactions</b>  What interactions do they have at each step along the way? </div> <div> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul> </div>	<div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> </div>	<div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> </div>	<div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> </div>	<div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> </div>	<div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> <div>They will come up before to our app</div> <div>Getting recommended by our team</div> </div>
<div> </div> <div> <b>Goals &amp; motivations</b>  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") </div>	<div> <div>Help me to find Covid data</div> </div>	<div> <div>Help me to find Covid data</div> <div>Help me to find Covid data</div> </div>	<div> <div>Help me to find Covid data</div> <div>Help me to find Covid data</div> </div>	<div> <div>Help me to find Covid data</div> <div>Help me to find Covid data</div> </div>	<div> <div>Help me to find Covid data</div> <div>Help me to find Covid data</div> </div>
<div> </div> <div> <b>Positive moments</b>  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? </div>	<div> <div>Personal moments</div> <div>They will come up before to our app</div> </div>	<div> <div>Personal moments</div> <div>They will come up before to our app</div> </div>	<div> <div>Personal moments</div> <div>They will come up before to our app</div> </div>	<div> <div>Personal moments</div> <div>They will come up before to our app</div> </div>	<div> <div>Personal moments</div> <div>They will come up before to our app</div> </div>
<div> </div> <div> <b>Negative moments</b>  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? </div>	<div> <div>Confusing services</div> <div>They will come up before to our app</div> </div>	<div> <div>Confusing services</div> <div>They will come up before to our app</div> </div>	<div> <div>Confusing services</div> <div>They will come up before to our app</div> </div>	<div> <div>Confusing services</div> <div>They will come up before to our app</div> </div>	<div> <div>Confusing services</div> <div>They will come up before to our app</div> </div>
<div> </div> <div> <b>Areas of opportunity</b>  How might we make each step better? What ideas do we have? What have others suggested? </div>	<div> <div>How might we improve the service?</div> <div>How might we improve the service?</div> </div>	<div> <div>How might we improve the service?</div> <div>How might we improve the service?</div> </div>	<div> <div>How might we improve the service?</div> <div>How might we improve the service?</div> </div>	<div> <div>How might we improve the service?</div> <div>How might we improve the service?</div> </div>	<div> <div>How might we improve the service?</div> <div>How might we improve the service?</div> </div>