from the Fairplane Guided City Tours team

SCENARIO

Browsing and installing a new health care

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?

What steps does a typical person find enjoyable, productive, fun,

What steps does a typical person find frustrating, confusing, angering,

How does someone initially become aware

("Help me..." or "Help me avoid...")

Positive moments

motivating, delightful, or exciting?

Negative moments

costly, or time-consuming?

Entice

of this process?

As a beginner, they feel lazy for maintaining their

Help me to avoid oily

Help me to control myself

Help me not to

Help me to motivate myself

Trustworthy is

the major drawback in the

users point of

If each

What do people experience as they begin the process?

Enter

The app will classify the image accurately by clicking the

that for any type of image the model will accurate results

This app helps others to know how exactly the

Engage

happens?

In the core moments

in the process, what

than what actually I love to

Help me to take serious health care of myself Help me not to fee

Exit

Leave the app

Hitting the heart button if they really enjoyed

What do people

typically experience

as the process finishes?

Every day they feel

Writing & submitting review



Extend

What happens after the

experience is over?

Peoplelike looking back for other

People think its People expressed just a waste of will think 'life is once' why should I maintain my health rather

Experience the app

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 leads to a maior health

individuals concernabout e their own health

Sometimes the

person may feel aged and start thinking in a

Excitement about

theregular eating habits

They will surely

miss their most likely

food

People express a

bitof fear of

commitment at

this step

be no health related disease

awkwardness

about the older

eating habits

The best idea is before eating anyfood make sure itis hygienic and healthy

mon healthissues like high blood pressure, Chronic NCDs and diabetes will get reduced

Maintain a healthydiet to free from various diseases

How might we equip people tofollow this? (by using a proper nutrient app)

Be energetic andyoung always, which makes you feel happy(ifmaintains a proper diet)