# DISTINGUISHED MEDICINE ON TIME FOR SENIOR CITIZENS



SCENARIO

configure the medicine name, and time through a web application.



How does someone initially become aware of this process?



**Enter** 

reminder system

After deciding to choose the system create an account

What do people experience as they begin the process?



happens?

In the core moments in the process, what



What do people typically experience as the process finishes?



Extend

Change the time or name

The medicine name and time can be changed right after

What happens after the experience is over?



#### 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?



Medicine reminder of the website, iOS app,

or app

to the medicine reminder section of

the website, iOS app, or Android app

according to

Medicine reminder of the website, iOS app, or Android app

Medicine reminder of the website, iOS app, or Android app

within the website iOS app, or Android app

Fill the required information to create an account

An email

mediately sends to confirm

An OTP is sent to the phone for mobile no

timing within the website, iOS app, or Android ap

Direct interactions with the doctor's

Prompt for review

span across website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Personalized view

The person can view or update many names and



### Goals & motivations

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

Help me see what they have to offer

The customer can also get the help from the help preview

Help me see what

Help me see what I could be doing next

Help me see ways to enhance my new trip



## Positive moments

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



exciting to see

leave tours feeling refreshed and inspired

People like looking back on their past trips



#### **Negative moments**

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



It's reassuring to red reviews written by past travelers

the purchase ("I hope this will be worth it!")



## Areas of opportunity

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