## **SCENARIO** Browsing, booking, attending, and rating a local city tour Steps What does the person (or group) typically experience?

# **Entice**

How does someone initially become aware of this process?



**Distorted vision** 

### **Floaters**

## **Blindness**

#### $\rightarrow$ **Enter**

What do people

experience as they

begin the process?

confusion

**Worried about** 

treatment

anxiety

In the core moments in the process, what happens?



Arrive at hospital

Engage

#### Lab assessment

**Doctor Examination** 

#### **Prescribes treatment**

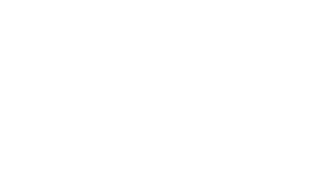
 $\longrightarrow$ 

**Exit** 

What do people

typically experience

as the process finishes?



## **Extend**

What happens after the experience is over?

**Condition** is prevented from worsening

#### 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?

Opthalmologist

talk to close ones regarding their condition

Consults doctor

tries to monitor sugar levels

Appointment with ophthalmologist

Deep Learning model fo the fundus image analysis

An analysis report of the retinal fundus image is sent to the doctor

The ophthalmologist will

then ask your problems in

eye and advise for taking

diabetes test and retinal

scan

Doctor will then guide you with the next steps of treatment

If the staff and

doctors are kind

Prescribed treatment is bought from pharmacy

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



#### **Goals & motivations**

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

How to prevent situation from worsening

Help me to fnd the good eye care hospital

Cost of the treatment

is low based on the

hospital we chose

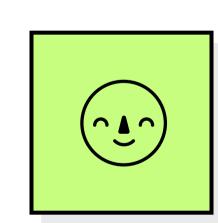
Help me in guiding taking the necessary

Help me taking the scan image of retina

Help me obtain my

Help me in guiding the dosages of medicine

Help me fnd ways to enhance my vision



#### **Positive moments**

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

**Negative moments** 

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

Blindness themed

OCD(Obsessive

Compulsive Disorder)

Frustration and anxiety

Enters into overthinking Finding scan center and labs are a bit difcult

Feeling empathy to other patients

Supporting staff nicely guided and explained the procedure

The web apps and

software used in

hospital are great

#### Areas of opportunity

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

to visit an

suggested you to take a master body check up

We could have bought the medicine and specs outside of hospital to discounts

Usage of medical insurances

Could have detected the condition earlier

Friends and family may provide assistance