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SCENARIO

Using a COVID Containment Zone App



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?

Trying out an app

Visit website or app

Most customers tend to try out various apps regarding COVID 19.

A customer navigates to the main portal of our app.

Creating an User ID

Getting into the application

View Their Location

After installing our app, the customer creates an ID for him/her to use.

The customer logs in using his credentials.

The customer views their current location on the Map.

View Nearby Containment Zones

Get Aware of Covid statistics

With the help of the application, the customer views the nearby containment zones.

View trivial Covid statistics using the stats section of the app.

Prompt for Review

Writing & submitting review

Background Monitoring

Personalized recommendations

Personalized tour offers

Personalized tour suggestions after new travel booking

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the tour informs our backend recommendation system, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other tours

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.



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?

Tries out some apps similar to our app

Getting recommended by our users

Enter the required registration details

Verification is done and the customer logs in.

User sees his or her Current Location on the Map

Our app makes first appearance at this point, although the customer doesn't interact with them yet.

User is able to view the nearby containment zones

Direct interactions with the map

Get to know the current Covid Stats from the stats section of the app.

Able to check if the user is in affected area.

Some Recommended precautions are also shown to the user to protect them from Covid

The customer is prompted to review the app.

The customer writes a review about the app and gives a star-rating.

Star rating from other users will promote our app

To some degree, this is communicating indirectly with the admins, who will see their review

Thereby providing sense of awareness to public

User is aware of the covid stats and its seriousness

User feels safe and secure

User shares the app with friends and family, ensuring their safety through our app

If other users interact with this person, they will see these completed tours also



Goals & motivations

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

Help me to find Covid Stats

Help me to view details without much efforts

Help me log in without much effort

Aid me in easy and seamless navigation through the app

Help me go to places without getting affected by COVID-19

Help me plan my trips by showing containment zones on my route that I can avoid

Help me leave the app easily whenever I require

Help me feel safe and secure

Help me by sending alerts even while I am not using the application



Positive moments

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

Pleasant reviews from our users encourage others to use our app

User loves the app UI

User likes the Covid stats section

We've heard from several people that the alerts were essential

Quick Alert is sent to user.

Our app tend to be so good that people are reassured when they meet their expectations

Reduce anxiety

People generally feel safe and secure

People are interested in how frequently our alerts have kept them out of containment zones.

We think people like these recommendations because they have an extremely high engagement rate



Negative moments

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

Geolocation services may fail at times

User goes offline

Authentication issues might arise

Failure of Location Services

Latency in fetching data from the Cloud

Covid Stats obtained from the internet can't always be relied on

User might feel annoyed by the prompt for review

User might get uncomfortable if the app exits abruptly

User might be doubtful if the app will deliver alerts after it has been closed



Areas of opportunity

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

How can we make our app more unique and novel?

How can we reach out to more people in less time?

How can we improve user experience and help them relieve anxiety?

How might we improve the customer location accuracy?

How might we reduce the latency in updating the user details?

How might we reduce the latency in updating the containment zones?

How might we improve the Covid Stats?

How might we put a smile on the user's face when he/she exits the app?

How could we effectively use exit-intent popups to improve UX?

How might we update the app to track other pandemics

How to ensure that the alert delivered is seen by the user while the app is not in use