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# Entice

**SCENARIO**

**Using a COVID Containment Zone App**

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**

**Personalized tour suggestions after new travel booking**

**Personalized tour offers**

**Personalized recommendations**

**Background Monitoring**

**Writing & submitting review**

**Prompt for Review**

**Get Aware of Covid statistics**

**View Nearby Containment Zones**

**View Their Location**

**Getting into the application**

**Creating an User ID**

**Visit website or app**

**Trying out an app**

What does the person (or group) typically experience?

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

A customer navigates to the main portal of our app.

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.

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

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

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 systems, 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

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

User feels safe and secure

User is aware of the covid stats and its seriousness

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

The customer is prompted to review the app.

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

Direct interactions with the map

User is able to view the nearby containment zones

User sees his or her Current Location on the Map

Verification is done and the customer logs in.

Enter the required registration details

Getting recommended by our users

Tries out some aps similar to our app

What interactions do they have at each step along the way?

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

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

Star rating from other users will promote our app

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

Able to check if the user is in affected area.

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

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Thereby providing sense of awareness to public

## Goals & motivations

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

Help me feel safe and secure

Help me leave the app easily whenever I require

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

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

Aid me in easy and seamless navigation through the app

Help me log in without much effort

Help me to view details without much efforts

Help me to find Covid Stats

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

## Positive moments

People generally feel safe and secure

Reduce anxiety

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

Quick Alert is sent to user.

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

User likes the Covid stats section

User loves the app UI

Pleasant reviews from our users encourage others to use our app

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

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

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

## Negative moments

Authentication issues might arise

User goes offline

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

Geolocation services may fail at times

User might get uncomfortable if the app exits abruptly

User might feel annoyed by the prompt for review

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

Latency in fetching data from the Cloud

Failure of Location Services

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

## Areas of opportunity

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

How might we update the app to track other pandemics

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

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

How might we improve the Covid Stats?

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

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

How might we improve the customer location accuracy?

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

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

How can we make our app more unique and novel?

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