SCENARIO Browsing, booking, **Entice Exit Extend Enter** Engage attending, and rating a local city tour How does someone What do people What happens after the What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps Periodic checkups to Advertisements from A healthy and A caring treatment Solution to their ensure the same Back to their daily Some medications to Recommendations Fear about treatment What does the person (or group) cost of the treatment energetic mindset internet from family or friends experience problem doesn't be followed heart problems typically experience? return Work with increased From their Family About the survival Diet schedule to be Happiness focus and followed after treatment doctor concentration Interactions Clear and detailed Expresses their fears In hospitals and From their family or Experienced doctors Gain contact info Consultancy with Practices to be Safe and healthy life and doubts about the Warm welcome information about What interactions do they have at from specialists friends and heart specialists followed in homes clinics their doctors their treatment treatment each step along the way? People: Who do they see or talk to? Places: Where are they? Users can share their Things: What digital touchpoints or Medicines to be Online treatments social media From Internet ads experiences in social through video call taken physical objects would they use? media **Goals & motivations** To achieve Fast Report of their To get the disease Friendly experience Valuable advice from To be prescribed Exposure to less pain To lead a healthy life Satisfaction Troubles eradicated Recovery their doctors treated and trouble Less medication with doctors treatment At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") To get back to their To get the treatment Safe and secured Recovery success Health Restored daily lives done in minimal cost treatment **Positive moments** Periodic checkups Extensive details Cured and back to caring consultants Treated well Warm welcome Low cost treatment What steps does a typical person Consultations for prevention of Hostility Happiness about treatment normal and specialists future diseases find enjoyable, productive, fun, motivating, delightful, or exciting? Following fitness Move on with their Health restoed Healthy life Proper advices daily lives **Negative moments** Extension of the Loses hope even if a Fear of side effect controlled diet to be Treatment might not Time of appointment Time of appointment Fear of injection small mistake Cost of the treatment treatment beyond Fear of medicines from treatment with their consultants What steps does a typical person with their consultants followed be successful expectation find frustrating, confusing, angering, costly, or time-consuming? Fear of getting laid back in real life Not allowed to eat Fear about cancer might re occur Resources to be Fear of death their favourite items spent Areas of opportunity More frequent Quicker responses Usage of better More clarity in More accurate Better hospitality Faster results Better advertising High success rate conversation with technology from consultants How might we make each step widespread interaction results patients better? What ideas do we have? What have others suggested? Better Keeping the patients More care taken than Low or very minimal communication Less time consuming failure rate at ease through social media