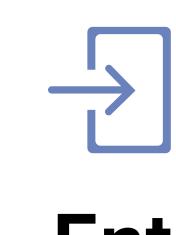
SCENARIO

Browsing, booking, attending, and rating a local city tour

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

 \rightarrow

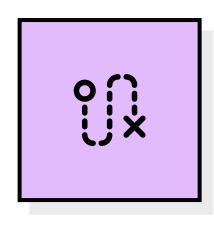
Exit

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?

Website /online ads, social media, Information from people

Comparing it with other solutions

Testing the application

Register/Login

Explore the website

pload necessary input documents

happens?

Analyze the

result

wait for the to be rendered by the

idea of disease or not

Will have

Take necessary treatment if Parkinson's is detected

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?

About how

efficient the

website is

the various features

Interaction within the app with feedback from others

Understanding

Goals & motivations At each step, what is a person's

Positive moments

primary goal or motivation? ("Help me..." or "Help me avoid...")

What steps does a typical person

Early prediction of

To have an accurate prediction and get treatment accordingly

Understanding how the website works

Accuracy of

prediction

Treatment

options

for predicted

results

Less

complex

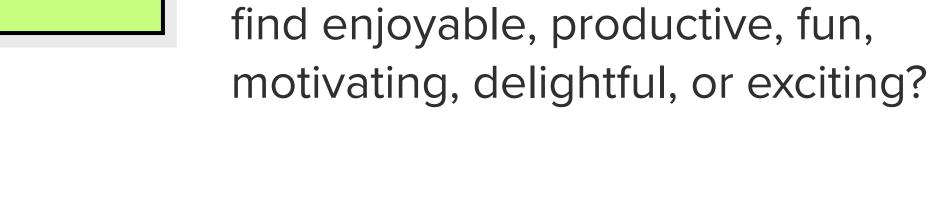
To have a better understanding of the website

To know about the various treatment options

result

Accurate prediction

on the treatment to be taken



Negative moments

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

applications

Accuracy of the

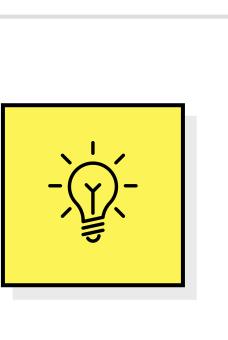
prediction

Not familiar
with
usage of digital
services and
applications

More

accurate

prediction



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

Even accurate predictions