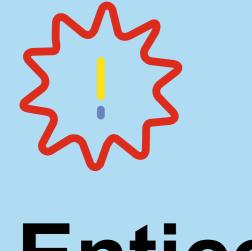
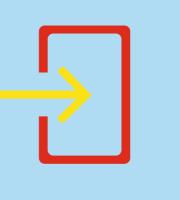
SCENARIO

Using a COVID **Containment Zone App** 



**Entice** 

How does someone initially become aware of this process?



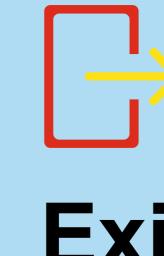
### Enter

What do people experience as they begin the process?



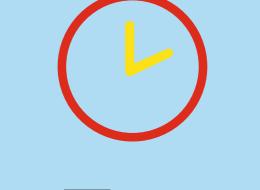
## Engage

In the core moments in the process, what happens?



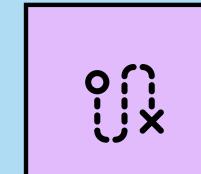
# Exit

What do people typically experience as the process fnishes?



Extend

What happens after the experience is over?



#### Steps

What does the person (or group) typically experience?

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

Visit website navigates to the main portal of our

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

The customer views The customer logs in their current location

on the Map.

View Their Location

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

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

**Get Aware of Covid** 

Prompt for Review

The customer is prompted to review the app.

The customer write a review about the

pp and gives a sta rating.

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

which the customer may

experience via better

personalization

booking

tour offers

tours

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

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

arrival city.

tour suggestions

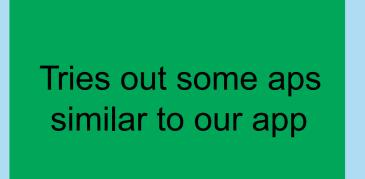
after new travel



#### 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?



Our app makes frst ppearance at this poin although the customer doesn't interact with them yet.

Jser is able to view the nearby containment zones

Able to check if the

user is in affected

area.

Get to know the current Covid Stats with the map from the stats

Some Recommended precautions are also shown to the user to

section of the app.

protect them from Cov

Star rating from other users will promote our app

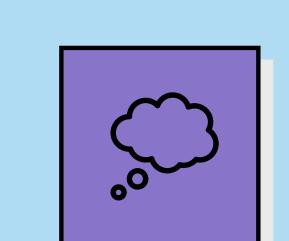
To some degree, this is communicating indirectly with the admins, who will see their review

User shares the app winds friends and family, ser feels safe and ensuring their safety through our app

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

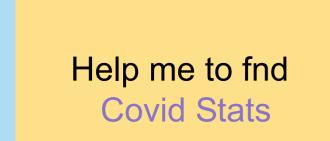
the group went

User is aware of the covid stats and its seriousness



#### Goals & motivations

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

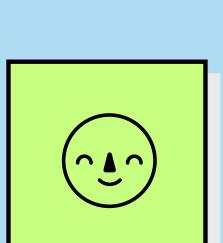


Help me plan my trips by showing containment zones on my route that I can avoid

Help me leave the app easily whenever I require

Thereby providin sense of awarene to public

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



#### Positive moments

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

Pleasant reviews from our users encourage others to use our app

We've heard from the alerts were essential

Quick Alert is sent to user.

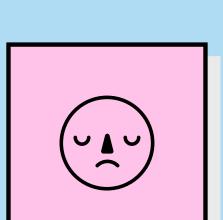
Our app tend to be so good that people are reassured when they

meet their expectations

People generally feel safe and secure

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

because they have an extremely high



#### **Negative moments**

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

Geolocation services may fail at times

User goes ofine

Authentication issues might arise

Failure of Location Services

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

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 improve user experience and help them relieve

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 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?

track other pandemics alert delivered is seen by the user while the app is not in use