**SCENARIO** 

Searching, Registering, test slot,payment and plasma checkup.

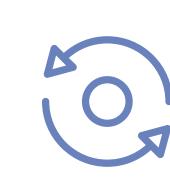
## **Entice**

How does someone initially become aware of this process?



# **Enter**

What do people experience as they begin the process?



Engage

Arrive at

Meet the

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?

to the test booking section through

slot which is available on the day

browse availabe

After deciding to go on this test, they

click the register

button

where and when to meet their guide

sends to confrm their test and provide details about

people who have way to the test location at the scheduled time.

Leave the guide & group

Writing & submitting review

Test appears in the user profle The completed test appears on the "past experiences" area of a patients profle with a few details on where the group went



### 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?

test booking section of the website, iOS app, or Android app

patient booking other test without

any ideas

iOS app,

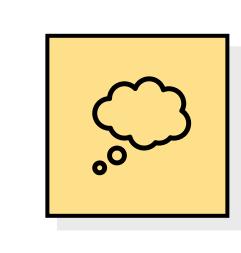
Customer's email (software like Outlook or website like Gmail

space (e.g. the steps of a statue in a town square)

Direct interactions with the guide, and potentially other group member

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

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



# **Goals & motivations**

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

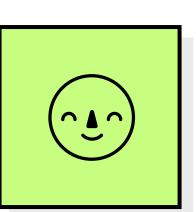
Help me understand what this tour is all

Help me get through this payment part without too much hassle

patient is my guide

Help me leave the about my decision to test with good go on this test and to feelings and no feel welcome

Help me see ways to enhance my new



### **Positive moments** What steps does a typical person

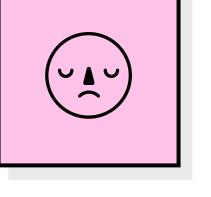
find enjoyable, productive, fun, motivating, delightful, or exciting? test report, details, and explanations are exciting to see

fow is very barebones and simpl

Our guides tend to be so good that people are reassured when they meet their guide

People generally leave test feeling refreshed and inspired

tests



# **Negative moments**

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

People express a bit of fear of commitment at this step

about public place



# Areas of opportunity

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

How might we make o guides easily identifab (via a distinctive hat o shirt color, for example)?