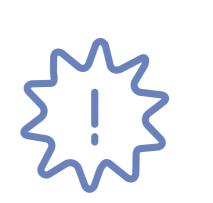
SCENARIO

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 happens?



Exit

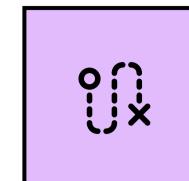
What do people typically experience as the process finishes?

Save results



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

Visit website or

The user navigates to the prediction tool

section of the app or

Cost

The user can choose

since it's free of cost

Analysis

Create account

The user creates

account since it's

required for taking

up the test

Mobile number or **Email confirmation**

The user has to confirm email and mobile number since it results will be sent if the user wants to

Entering details

The results are required to enter displayed and the the details and then of it

Dashboard

The user can then interact with dashboard and explore various

The user saves the The user emails the results for later use results as well

Email results

Prompt for

Email is sent to the

user for feedback

Suggestion and reviews



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?

Google

FAQs section of the

Prediction tool section of the website

Since the tool gives

accurate resuts and

provides detailed

visulaizations, the user

may take the test

Homepage of the website

User's email

Collect user's basic details like name, age, gender, height,

weight etc,....

The user is

submit it

Results page of the

Results displayed

Results page of the

Results page of the website

Results page of the website

User's email

Suggestion box will pop out when exit

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") I have disease or not

Help me to clarify if the product is free

Help me to gain more understanding of the tool

Help me to set up an account

Help me to complete the required steps for the processes

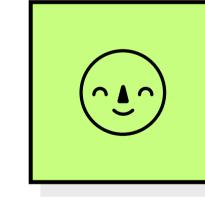
Help me to determine if I have heart disease or not

Help me to understand my results even better Helps me to save the results

Help me to download the results

Help me to check my email for the feedback

Help me to provide them feedback



Positive moments

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

across this tool in online

Cost effective

Curious about the tool's potential

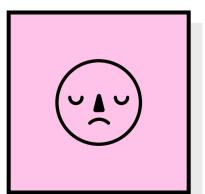
Fast and smooth registration

Possess all the

Insightful results

Many options to

Feedbacks are a positive sign that the tool makers want to make the tool even more better



Negative moments

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

Skeptical about the accuracy of the tool

Privacy concerns

Bewilderment

Privacy concerns

More details should be taken into

Skeptical about the tool

Skeptical about the results and giving it another try

More questions should be asked for feedback



Areas of opportunity

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

How can we market the tool even more

How can we make the registration process even more smoother?

How might we make the user more informed about the process?

How might we make it easy for the user to understand visualization even better?

How might we send the results in an optimal file size?

Could adding rating system can help the future users to take up the test without more hesitation?