C A PNT2022TMID35454 **Entice Enter Extend** Engage **Exit** How does someone What happens after the What do people What do people In the core moments initially become aware experience is over? typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps Consult Recommended review and Visit website **Emergency Contact Collection of Details** What does the person (or group) Medical feedback **Appointments** typically experience? Interactions "Leave a review" modal Booking Customer's email Interaction with Mailing the dashboard visualizations Completed experiences Interaction with hospital staffs for client details section List of health related (software like (software like window within the profile doctors according to Linking with hospital section of the profile on in website, iOS app, n website, iOS app, Outlook or website Outlook or website like Gmail) on the website, iOS app, emergency contacts the predictions by website, iOS app, the website, iOS app, tests What interactions do they have at or Android app or Android app or Android app like Gmail) the software or Android app or Android app each step along the way? Interaction with hospital staffs on People: Who do they see or talk to? To some degree, this is Visit to the hospital Visit to the hospital appointment communicating indirectly Places: Where are they? with the hospital, who will see their review Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Help me spread the word Help me feel confident Help me select the about a good hospital or Help me refer that my purchase is best medical provide watch-outs and hospital help finalized and tell me At each step, what is a person's facilities feedback for one that was what to do next not so good primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** We've heard from several We think people like these A good overview and comparison People like looking an essential and people that the reminder recommendations visual satisfaction easy assistance back on their past reassuring need because they have an What steps does a typical person emails were essential, extremely high engagement rate especially if they booked find enjoyable, productive, fun, way in advance motivating, delightful, or exciting? People sometimes are **Negative moments** its viewed as a its viewed as a its viewed as a People describe unable to attend the mistrust tedious and time tedious and time tedious and time leaving a review as scheduled appointment or What steps does a typical person consuming process consuming process consuming process an arduous process there occurs clashes with find frustrating, confusing, angering, online and physical methods costly, or time-consuming? Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?