



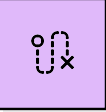







<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Login through gmail</div><div>Login through google</div><div>Login through facebook</div><div>create account by entering mail id and password, after v erified by OTP, user will be logged in</div><div>app searches user's google account. If it exists, user will be logged in</div><div>app searches user's Facebook id, if it exists user will be logged in</div></div>	<div><div>searching online</div><div>Finding our prediction dashboard</div><div>Create user account</div></div>	<div><div>User can enter their medical records and symptoms to keep update of their health condition</div><div>By data analytics user gains knowledge of their health reports</div></div>	<div><div>Rating</div><div>suggestion and reviews</div><div>Feedback</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they haveat each step along the way?</div><div><div>■ <b>People:</b> Who do they see or talkto?</div><div>■ <b>Places:</b> Where are they?</div><div>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>View their prev ious predictions andreports that hav e been stored together for the ease of usage</div></div>	<div><div>Interactive Dashboard f or Heart Disease prediction</div><div>prediction results in a visualization form</div><div>User information, medical background and other settings</div></div>	<div><div>collect medical reports</div><div>symptom entry</div><div>collect user details like name, age, height, weight</div><div>Prediction and Visaualization</div><div>Doctor suggestion and consultaion</div></div>	<div><div>Google rating via API</div><div>Suggestion box will pop out when exit</div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me to predict heart disease</div><div>Help me to get clear knowledge of user health condition</div></div>	<div><div>To get track of their heart condition day and night</div></div>	<div><div>To get suggestion f rom expert doctor simply in home immediately</div><div>To get remedies and prescription to avoid disease</div></div>	<div><div>Maintain good health</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Hassle free payment</div><div>In home user can track their health</div></div>	<div><div>Immediate access to care any time and any where</div></div>	<div><div>Provide weekly health data to the user that shows improved health condition</div><div>If user has disease, expert doctor suggestion will be provided by app</div><div>improv ed prescription alerts</div><div>Daily remainder and alerts</div></div>	<div><div>user f eel motivated when app prov ides adequate information</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Privacy policy &amp; terms and conditions</div></div>	<div><div>app with lot of bugs</div><div>Poor network connection</div></div>	<div><div>inaccurate inf ormation</div><div>Frustration of user while diagnosed of heart disease</div><div>When the user realize health deterioration by data analy tics</div></div>	<div><div>if app prov ides unreliable information usersf eel discontent</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Gamification</div><div>Weekly medical analyse tics send viamail</div></div>	<div><div>Prov ide useful article and video instruction</div><div>User can view theirprevious predictions and medical reports that have been compiled together for the easy usage of use</div></div>	<div><div>By integrating smart watch</div><div>Notifies hospital &amp; family when user is at risk</div><div>Sleep tracking</div><div>Medication practices</div><div>calorie counter</div></div>	<div><div>Social sharing</div><div>Staying informed about the diseases</div></div>