

# PROJECT DESIGN PHASE – 2CUSTOMERJOURNEY

DATE	18October2022
TEAMID	PNT2022TMID38721
PROJECTNAME	VisualizingAndPredictingHeartD iseasesWithAnInteractive Dashboard
MAXIMUMMARKS	4Marks

**Document an existing experience**  
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**18** As you add steps to the experience, make sure there's flow left to right depending on the process you are documenting.

	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> How do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	<p><b>Step 1: Entice</b></p> <p>How does someone initially become aware of this process?</p> <p>Step 2: Enter</p> <p>What do people experience as they begin the process?</p>	<p><b>Step 3: Engage</b></p> <p>In the core moments in the process, what happens?</p>	<p><b>Step 4: Exit</b></p> <p>How do people typically experience as the process finishes?</p>	<p><b>Step 5: Extend</b></p> <p>What happens after the experience is over?</p>	
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	<p>Step 1: Entice</p> <p>Step 2: Enter</p>	<p>Step 3: Engage</p>	<p>Step 4: Exit</p>	<p>Step 5: Extend</p>	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>Step 1: Entice</p> <p>Step 2: Enter</p>	<p>Step 3: Engage</p>	<p>Step 4: Exit</p>	<p>Step 5: Extend</p>	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>Step 1: Entice</p> <p>Step 2: Enter</p>	<p>Step 3: Engage</p>	<p>Step 4: Exit</p>	<p>Step 5: Extend</p>	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>Step 1: Entice</p> <p>Step 2: Enter</p>	<p>Step 3: Engage</p>	<p>Step 4: Exit</p>	<p>Step 5: Extend</p>	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<p>Step 1: Entice</p> <p>Step 2: Enter</p>	<p>Step 3: Engage</p>	<p>Step 4: Exit</p>	<p>Step 5: Extend</p>	

1. 2. 3. 4. 5.