FAIRPLANE

Guided city tours

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

SCENARIO

Browsing,Registering,notifying

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?

Extend

What happens after the experience is over?

Steps

What does the person (or group) typically experience?

Entice	Enter	Engage	Exit		Extend
Visit Our Website A customer navigates to the patients detail section of our website	**Start Filling Details** The customer fill the essential details for Length of stay	**Arrive at the health care location** Using their own means of transportation,the customer reaches the hospital location	**Leave the website** After successfull registration the customer leaves	**Writing & submitting review** Customers can submit their opinions about our website in the review section	**Personalized recommendations** After experiencing our user friendly website,the customer can share information with their friends and neighbours
Choose the patients details The customer selects the blood group and fill the necessary details like Email id,phone number	**Email Verification** Our system validate whether the customer email id is correct or not	**Necessary tests will be taken** Before admitting,the customer needs to take the necessary test			
Get notification when needed Once customer gets notified,he or she can able to stay the hospital	**Email Confirmation** Once the email is validated,confimation and registration will be successfull	**After registered in hospital,Customer will be satisfied** After successful registering at the right time,customer wil satisfied			

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?

Entice	Enter	Engage	Exit		Extend
LOS section of the website	Patients details section of website/ application	Health care location tend to start in a specific public places	Direct interaction with staffs in the hospital (doctors,nurse)	"Leave a review"modal window on the webisire profile	Recommendations span across website, iOS app, or Android app
Customer details section of the website	customer's email(Software like outlook or website like gmail)	Direct interaction with staffs in the hospital(doctors,nurse)	Sometimes,it indirectly interacts with the hospitals who often see people review		Customer's email (software like Outlook or website like Gmail)
Customer details section of the website	customer's email(Software like outlook or website like gmail)	Direct interaction with staff in the hospital(doctors,nurse)			

Goals & motivations

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

Entice	Enter	Engage	Exit		Extend
Help me to find right application	Help me to commit the right details of patients at the right time	Help me feel confident about reaching the health care	Help me to leave the website with good feelings and satisaction	Help me to provide a good feedback after using the website to others	Help me see what I could be doing next
Help me to correct the mistakes while filling the details	Help me to validate whether the email id,I have entered is correct or not	Help me to get the courage for taking the decisions			Help me to encourage others to enroll more
Help me to get notified at the right time	Help me to get confirmed after entering email id	Help me feel proud			

Positive moments

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

Entice	Enter	Engage	Exit		Extend
We feel free to access website at any time	We get excited for our patients recover	This application tends to be so good,Since the information provided were true	People while leaving the application feels motivated and inspired	We feel pleasured	We think people like these recommendations because they have an safe place to stay
We get notified at the right time makes them feel more attractive towards our application	It is very essential to get notified to patients,when they are in need	We get optimistic preview from the patients			
		We get a satisfaction feeling			

Negative moments

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

Entice	Enter	Engage	Exit		Extend
People sometimes enter the wrong details without checking	The people might feel difficulty while filling the details	Some people may felt fear while filling the details	People describe leaving a review as a arduous process	Customers report feeling review fatigue	Some people may feel awkward to give recommendation to others
Several people can ignore or reject the notification	Because of poor network there should not get any notification	Some people are unclear about their ios			

Areas of opportunity

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

Entice	Enter	Engage	Exit		Extend
Could we able to view the past history details?	Could we get notified by,SMS too?	Could we get gps location tracker and to check trueness of the location	How might we totally eliminate this awkward moment?	How might we progressively disclose the full review so that each step feels more simple	How might we know the recipients feels good and healthy?
Could we get notification twice?	Could we get past,when the patients not connect to network	Could we get acknowledgements about their details			