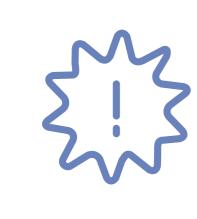
**SCENARIO** 

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?



**Extend** What happens after the

experience is over?

What does the person (or group) typically experience?

Collection of data

making

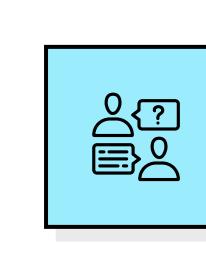
Analyse and provide Finding software that fits your budget,solution's scalability,etc., real time reports for better decisionDecision making

Reduce readmission rates by using population health data to predict which patients are at greatest risk

Improve scheduling and staffing

Early prediction helps to take better decision

Increase the no of users



### 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?

people meet their specialised doctor for consultation and help

people can predict and treated in early stage with proper guidance

Selection of right

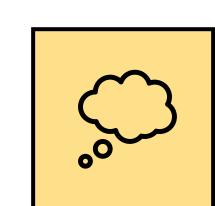
analytics tool

MRI scans, EHR, Microsoft excel,SQL Analyse ,visualise and interpret the collection of data

scheduling appointments and receiving treatment

Turning large amounts of data into actionable

Helps them to improve a health condition better and efficient way Knowledge about their health condition



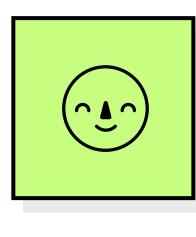
# **Goals & motivations**

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

Helps to solve improve quality of the

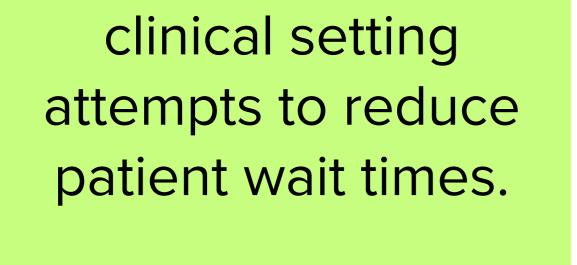
survillence

speed



# **Positive moments**

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





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

Updating to the single element frequently which take some times while taking decision



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

Areas of opportunity

using NLP for frequent updates using ML for better analysics



