SCENARIO

Browsing, booking, attending, and rating a local city tour



#### Steps

What does the person (or group) typically experience?



### **Entice**

How does someone initially become aware of this process?





Mobile apps to monitor the whole system

By attending awareness programs regarding this whole process



### Enter

Check the working of the whole system

What do people experience as they begin the process?







### Engage

In the core moments in the process, what happens?







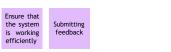
## Notifies the amount of waste in the bin

PNT2022TMID17698



### Exit

What do people typically experience as the process finishes?







(L)

Extend

What happens after the

experience is over?







### Interactions

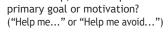
What interactions do they have at each step along the way?

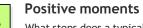
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



#### Goals & motivations

At each step, what is a person's primary goal or motivation?





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



can be operated Limited from man power anywhere

To protect nature from harmful wastes

To prevent harmful diseases



They are able to monitor the system remotely

## Some people may find it hard to understand the process

### **Negative moments**

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





# Areas of opportunity



