LIVER DISEASE PREDICTION USING MACHINE LEARNING APPROACH Based on ten customer interviews and observations from their experience



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# Entice

**SCENARIO**

**Browsing, booking, attending, and rating hospital experience**

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**

**Personalized suggestions after new booking**

**Personalized appointment offers**

**Personalized recommendations**

Booking  **appears in the user profile**

**Writing & submitting review**

**Prompt for review**

**Leave the website.**

Get the consultation

**Meet the doctor**

**Arrive at the hospital location**

**Email reminder**

**Email confirmation**

**Confirm payment & book an appointment**

**Complete payment information**

**Start your booking in the website**

**View detail on a single page**

**Browse available options**

**Choose area of hospital and date**

**Visit website or app**

**Booking appointment**

What does the person (or group) typically experience?

Most patients discover the website

A patient is navigated section of our website or app

The customer types a city, dates, and the number of people who will attend the tour to see what tours are available

The patient will be able to choose between different options.

After visiting the website that interests them, the customer clicks or taps to view more. They see information about what and where the will cover, plus its price, time of day.

After deciding to go on this appointment, they click the book button

They fill out their contact and credit card information, then continue

They see a summary of when they are about to book, then they confirm and the appointment is booked!

An email immediately sends to confirm their appointment and provide details about when to meet their doctor.

One day before the the appointment begins, a reminder email is sent to all patients. The email emphasizes when to meet.

Using their own means of transportation, the patient makes their way to the location at the appointed time.

Patient meets the receptionist and other lab tech for tests.

The doctor explains the knowledge around the area, explaining things as they go. Typically this lasts about 3 hours.

The doctor wraps up the consultation with the best outcome for the sickness.

One hour after the consultation finishes, an email and in- app notification prompt the tour patient for a review

The patient writes a review and gives the experience a star- rating out of 5.

The completed appointment appears on the "past bookings" area of a patient's profile with a few details on where they booked

Informs our backend recommendation systems, which the patient may experience via better personalization

The patient receives an email 14 days after their booking with personalized recommendations

When a past patient books new booking with us, we show them personalized booking recommendations in their arrival city.

## Interactions

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

“Leave a review” modal window within the profile on the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Direct interactions with the guide, and potentially other group members

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Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

Patients email (software like Outlook or website like Gmail)

Patient's email (software like Outlook or website like Gmail)

Payment overlay within the website

Payment overlay within the website

City section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

City section of the website, iOS app, or Android app

Location section of the website, iOS app, or Android app

City section of the website, iOS app, or Android app

Booking section of the website, iOS app, or Android app

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

If other users interact with this person, they will see these completed tours also

To some degree, this is communicating indirectly with the tour guide, who will see their review

Often takes place at the same place where the group met the guide, but not always

Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

The customer looks for the group or guide, often from a distance as they walk closer

The receptionist makes first appearance at this point, although the patient doesn't interact with them yet.

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Depending on the tour participant and guide, tipping/cash may be involved

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

## Goals & motivations

Help me see ways to enhance my new trip

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a great tour or pro

Help me leave the consultation with good feelings and no awkwardness

Help me make the most of my consultation to this new place

Help me feel good about my decision to go on this booking and to feel welcome

Help me make sure I don't forget about this so that I don't waste money or get disappointed

Help me feel confident that my booking is finalized and tell me what to do next

Help me feel confident that my booking is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Help me commit to going on this booking

Help me understand what this consultation is all about

Help me see what they have to offer

Help me avoid seeing bookings for the wrong dates, locations, or people

Help me learn new things

Help me get this booked

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

## Positive moments

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

It's fun to look at options for experiences

### It's reassuring to red reviews written by past patients

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past trips

Excitement about the booking

### ("Here we go!")

Photos, videos, and explanations are exciting to see

Current payment flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our booking tend to be so good that people are reassured when they meet their doctor

### People are impressed by itself, we have a 98% satisfaction rating

People generally leave feeling refreshed and safe

## Negative moments

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

People sometimes forget to put in their dates or number of people, which leads them to discover so they can't actually consult the doctor

Several people expressed "information overload" as they browse

### People express a bit of fear of commitment at this step

Trepidation about the consultation

### ("I hope this will be worth it!")

#### People expressed concern about finding place

Sometimes people are matched up with patientnts

Patient are unclear whether a tip is necessary

People feel peer pressure to tip a guide when someone else on the tips, leaving them feeling weird and bad if they don't

### Customers report feeling review fatigue

We have very low review rates (15% of people review experiences)

People describe leaving a review as an arduous process

## Areas of opportunity

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

If you don't follow this path immediately after your booking, could we send a follow-up?

Could we automatically carry over the consultation from your booking? (e.g. via a cookie)

Make it easier to compare for experiences without having to click on them

### Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, "best experiences" badges?

How might we make the appointment

#### How might we make it clear that tipping is appreciated but not necessary?

How might we equipe them better

#### Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help patient remember things they've done in the past?

How might we extend the personal connection to the consultation long after its over?

### How might we totally eliminate this sad moment?