

<div><div></div><div>Scenario Browse, Register, login, verify, upload the dataset and view the report</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div><div>Bad experience</div><div>Employees feeling the uncomfortable environment</div></div><div><div>Through Advertisement and promotions</div><div>The CEO becomes aware of our service through advertisement and promotions.</div></div></div>	<div><div><div>Register and Login (CEO and Employee)</div><div>Register and login to use our website</div></div><div><div>Visit the Dashboard (CEO and Employee)</div><div>The CEO is able to see the dashboard</div></div></div>	<div><div><div>Upload the dataset</div><div>The CEO uploads the dataset containing the employee information</div></div><div><div>Fill the survey forms</div><div>The employee fills in the survey form</div></div><div><div>Register and Login (CEO and Employee)</div><div>By clicking the predict button, the employee is able to see the solution</div></div></div>	<div><div><div>Successful submission Message</div><div>Employee receives the acknowledgement message for filling the survey form.</div></div><div><div>Get the Report (CEO)</div><div>CEO gets the report consisting of the factor that causes attrition and also the factor that makes the customer feel comfortable.</div></div></div>	<div><div><div>Rating</div><div>The CEO gives rating about the working and analysis done in our website</div></div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div><div>Register section of the website</div><div>Login section of the website</div><div>Dashboard of the website</div></div></div>	<div><div><div>Register section of the website</div><div>Login section of the website</div><div>Customer's email(Example: Gmail)</div></div></div>	<div><div><div>Collecting the dataset</div><div>Analyzing the dataset</div><div>Predicting the reason for attrition</div></div></div>	<div><div><div>Customer's email (software like Outlook or website like Gmail)</div><div>May download the report generated.</div><div>Depending on participant and dataset, tipping/cash may be involve</div></div></div>	<div><div><div>Customer's email (software like Outlook or website like Gmail)</div><div>"Leave a review" modal window within the profile on the website.</div></div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div><div>Help me to get the solution to reduce attrition</div><div>Help me see what I have to offer for the wellness of the employee</div><div>Help me understand what this attrition is all about</div></div></div>	<div><div><div>Help me commit to going on this analysis.</div><div>Help me feel confident that my analysis is finalized and tell me what to do next</div><div>Help me get through this survey part without too much hassle</div></div></div>	<div><div><div>Help me make the most of my analysis to this new solution</div><div>Help me feel good about my decision to go on with this analysis and to feel happy for my employees</div></div></div>	<div><div><div>Help me spread the word about the analysis or provide watch-outs and feedback for one that was not so good</div><div>Help me leave the analysis with good feelings and no awkwardness</div></div></div>	<div><div><div>Help me see what I could be doing next</div><div>Help me see what I've done before</div><div>Help me see ways to enhance my new solution</div></div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div><div>They find excited to try the website</div><div>They feel motivated and gain confidence to improve the company</div></div></div>	<div><div><div>The registering process is simple.</div><div>The interface is easy to use.</div></div></div>	<div><div><div>The work of the employee is to fill the survey form which will be easy to answer</div><div>The process is easy for CEO because their work is only to upload the dataset</div></div></div>	<div><div><div>Excitement about the result</div><div>Happy as they found the solution.</div></div></div>	<div><div><div>The employee will feel free to answer the question in the survey form.</div><div>The CEO will be satisfied as they found the solution for the problem.</div></div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div><div>Employees express a bit of fear of commitment at this step</div><div>CEO find difficult to find out the reason for attrition</div></div></div>	<div><div><div>Trepidation about the analysis ("I hope this will be worth it")</div></div></div>	<div><div><div>Employee expressed awkwardness about giving their opinions in survey forms</div></div></div>	<div><div><div>People describe leaving a review as an arduous process</div><div>Customers report feeling review fatigue</div></div></div>	<div><div><div>We have very low review rates (15% of people review experiences and tours)</div></div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div><div>Make it easier to compare and identifying the reason for attrition without taking long time</div><div>If you don't follow this path immediately after uploading the dataset, could we send a follow-up?</div></div></div>		<div><div><div>How might we make our analysis easily identifiable</div></div></div>	<div><div><div>How might we make it clear that reviews is appreciated but not necessary?</div><div>How might we progressively disclose the feedbacks that each task took more time?</div><div>How might we equip CEO to rate after the analysis?</div></div></div>	<div><div><div>How might we extend the personal connection to the customer long after the analysis is over?</div></div></div>