

PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF- RELIANT

SCENARIO

Medicine Reminder for Seniors or Elderly

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?

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| Forgetting medicine | Taking the wrong medicine | Forgetting the Time | Not Monitoring the Elders | No way to Prevent Disease |
| Elders forget to take the medicine | Wrong medicine leads to harmful effects | Forgetting time leads to worsening of the disease | Can't monitor health | The diseases can't be prevented |

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| Register | Login | Set up Medicine name | Set up Timing | Gets notification |
| The user needs to register by phone number | The user login with name and password | Medicine name should be added | Timings should be set up | Mobile number gets notification |

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| Getting Notification | Taking pills | Turn off Alarm |
| Notifications get through mobile number | The Elders consume pills | The alarm will get turned off |

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| Leave the app | Prompt for review | Writing & submitting review |
| Exit from the app | One hour after the tour finishes, an email and in-app notification prompt the tour | The tour participant writes a review and gives the tour a star-rating out of 5. |

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| Achieve Good health | Monitored properly | Disease Prevent | Timely consumption of medicine |
| The Elders or patients will get Good health | The Elders can be monitored properly | The diseases can be prevented | Timely consumption gives better health |

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?

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| Medicine Reminder Android app | Medicine Reminder Android app | Medicine Reminder Android app | Medicine Reminder Android app | Medicine Reminder Android app |
| | | | | The user doesn't need anyone |

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| Medicine Reminder Android app | Medicine Reminder Android app | Medicine Reminder Android app | Medicine Reminder Android app | Customer's email (software website like Gmail) |
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| Alarm will work in any place | NO need of guiders | NO need of guiders |
| The user doesn't need anyone | | The people can be monitored |
| | | The user can interact with the customer care |

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| NO need of guiders | Customer's email (software like Outlook or website like Gmail) | "Leave a review" modal window within the profile on the website, |
| NO need of guiders But can be monitored | | To some degree, will see their review |
| The user can interact with the customer care | | |

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| Medicine Reminder Android app | Recommendations span across website, iOS app, or Android app | Customer's email (software like Outlook or website like Gmail) | Post-purchase screens website, iOS app, or Android app |
| NO need of guiders But can be monitored | | | |

Goals & motivations

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

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| Help me to not to forget | Help me have more fun or learn new things on this app | Help me avoid setting wrong timing am/pm | Help me see what they have to offer | Help me understand what this app is all about |
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| Help me commit to set up | Help me get through this login | Help me feel confident that my alarm is correctly set up | Help me feel confident that my alarm is finalized and tell | Help me make sure I don't forget about my alarm |
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| Help me feel confident about where to go and which one to go | Help me feel good about my decision | Help me make the most use of it |
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| Help me leave the tour with good feelings and no awkwardness | Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good |
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| Help me see what I've done before | Help me see what I could be doing next | Help me see ways to enhance my new trip |
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Positive moments

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

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| It's fun to look at options and experiencing it | Alarms voice can be changed |
| | It's reassuring to read reviews written by past users |

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| Excitement about the purchase ("Here we go!") | Current process is very bare-bones and simple | We've heard from several people that the reminder emails were essential, |
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People love the app itself, we have a 98% satisfaction rating

People generally leave app feeling refreshed and inspired

People feel good about their health

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

Negative moments

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

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| People sometimes forget to set up the timing | Several people expressed "information overload" as they browse | People express a bit of confusing of commitment at this step |
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Trepidation about the purchase ("I hope this will be worth it!")

People expressed awkwardness about finding their guide in a public place

People are unclear about what to do for timing alarms and specified medicine reminder

Customers report feeling review fatigue

People describe leaving a review as an arduous process

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

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

Show highlights or common phrases from reviews

We don't need any guiders

How would we test different language to see what changes response rates?

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

Areas of opportunity

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

Pre reminder setting for the alarm

Could we automatically setting the set up daily?

Make it easier to add medicines and timing

Provide a simpler summary to avoid information overload

