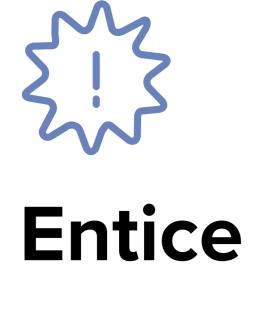
SCENARIO Browsing, accessing, conversation delivery, and review Steps



How does someone initially become aware of this process?

A customer navigates to the communication

with normal people

by our website or app

or Android app



Enter

Using the website

iOS app,

or Android app

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Logout

After the

communiction user

What do people typically experience as the process finishes?

One hour after the

communication

fnishes, an email and inapp

notifcation prompt

the tour participant for a

(software like

like Gmail)



Extend

What happens after the experience is over?

What does the person (or group) typically experience?

Using the website, iOS app, or Android app

Help me to learn

sign language

After browsing the The customer sees website the user the information interests to communicate about sign language.

with normal

Using the website,

iOS app,

or Android app

Help me to

communicate

An email immediately They fll out their information, sends to confrm their then continue

(software like

Help me to

communicate

without too much

hassle

Outlook or website like Gmail)

They login through their registered information

Login within the

Help me feel

what to do next

onfident and tell me

Excitement

communicate

website, iOS app,

Customer upload their sign images either by capturing

Interaction takes

place through sign

images

Help me feel

confident

People love to

communicate

The uploaded images has been processed and

We have a good

satisfaction reviews

Processing and

The output will be readable text

Communication

between them is understandable

Help me feel good

about my decision

Results

Outlook or website

"Leave a review" modal window within the profle on the website, iOS app, or Android app

Help me to

communicate for one

who was

not so good

span across website, iOS app, or Android app

Communication through

the website makes the

customer may

personalization

After the logout user

Personalazied

experience by their

Help me see what I

could be doing next

When a user uses the

website for

communication we show

them personalized suggestion



Interactions

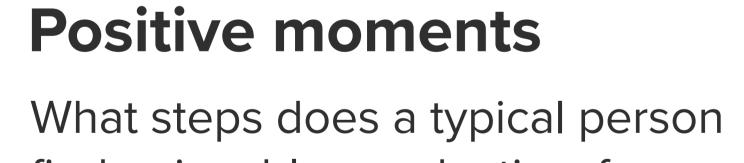
What interactions do they have at each step along the way?

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



Goals & motivations

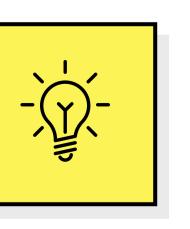
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



find enjoyable, productive, fun, motivating, delightful, or exciting?

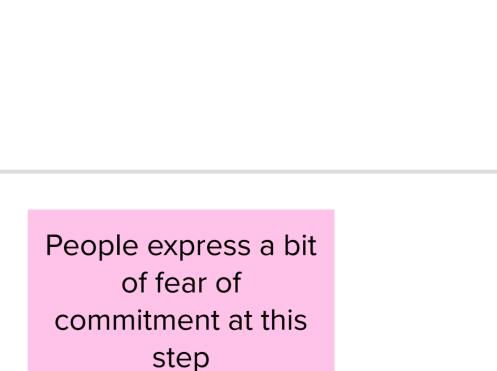


What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



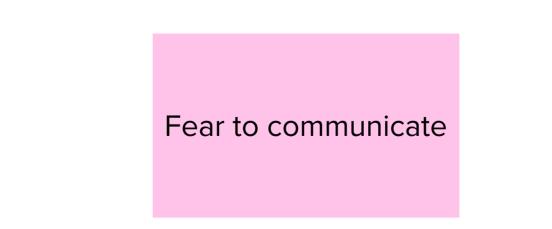
Areas of opportunity

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



It is motivating more communication

information overload





customer easily communicate

Help me with good

feelings and no

awkwardness

People describe leaving a review as an arduous process

How might we progressively disclose the full review so that How might we totally eliminate this awkward moment?

How might we help people to remember the sign for communication

trips

How might we the coummunication between the user