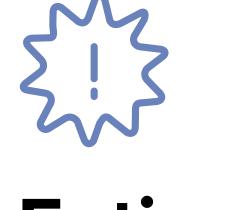
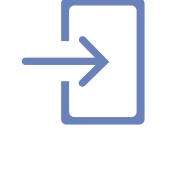
SCENARIO

Using a COVID Containment Zone App



How does someone initially become aware of this process?

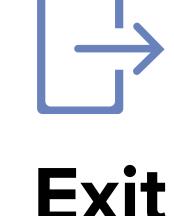


What do people experience as they begin the process?



Engage

In the core moments in the process, what



Exit

What do people typically experience as the process finishes?

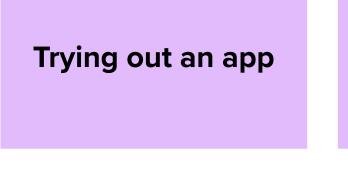


Extend

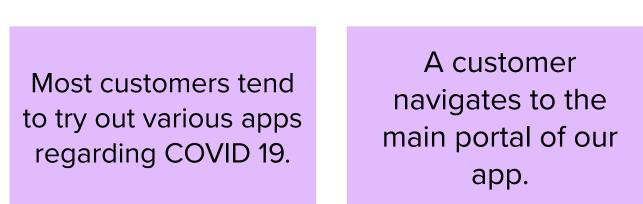
What happens after the experience is over?



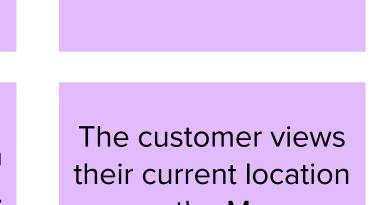
What does the person (or group) typically experience?



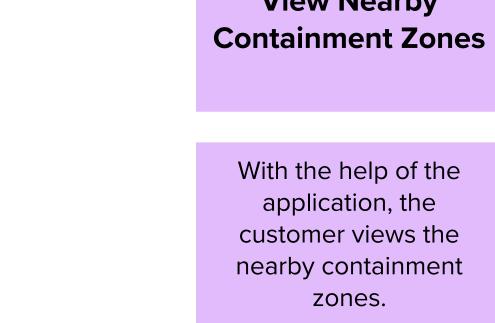
Visit website

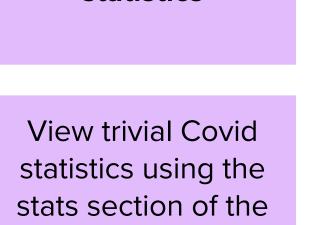






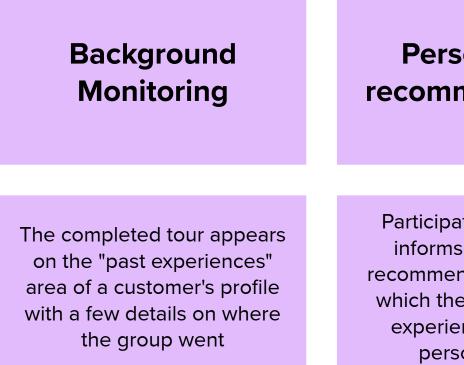
The customer views their current location on the Map.



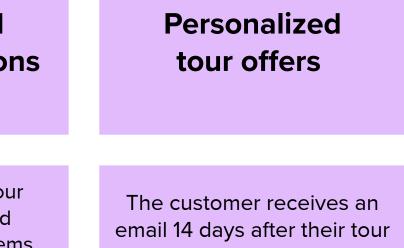




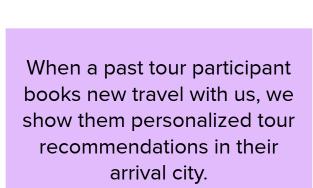




experience via better personalization



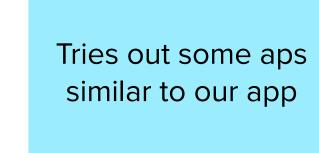
after new travel booking

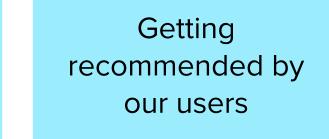




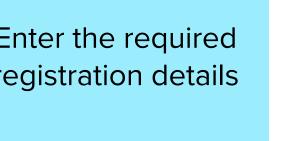
What interactions do they have at each step along the way?

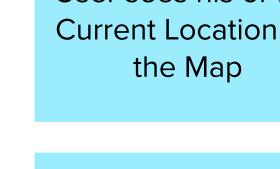
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

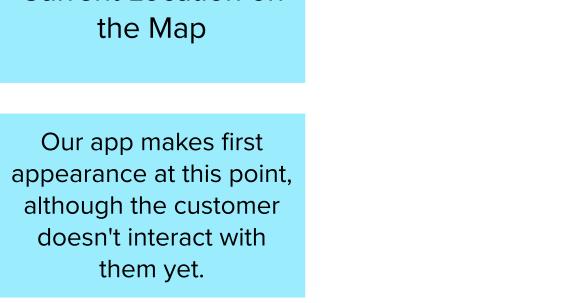


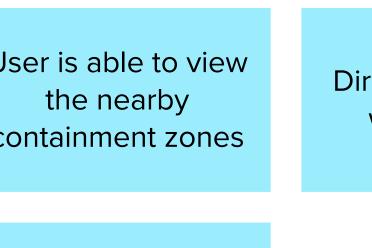




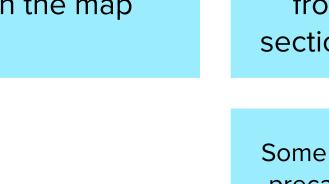


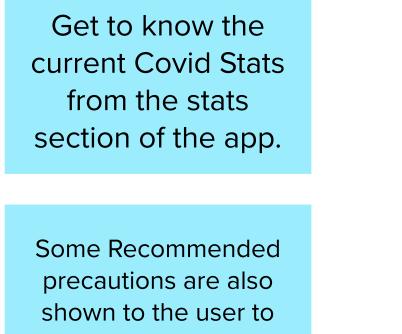


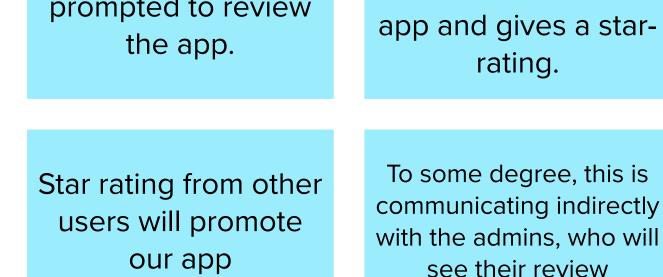


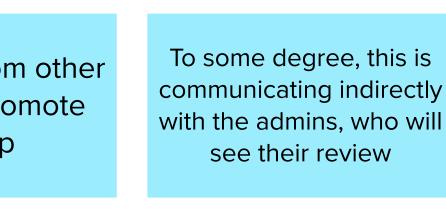


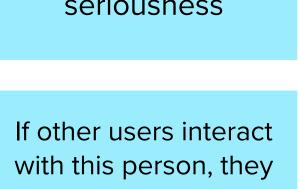
Able to check if the user is in affected

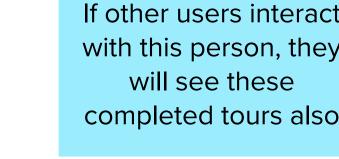


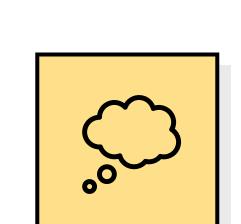










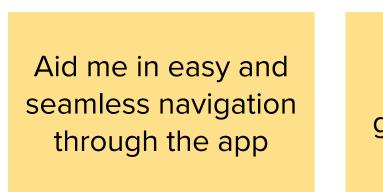


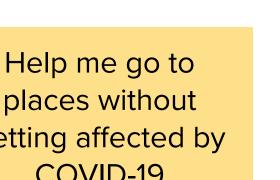
Goals & motivations

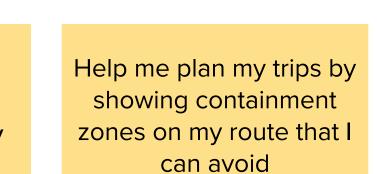
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



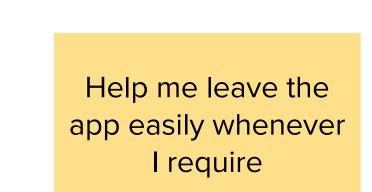


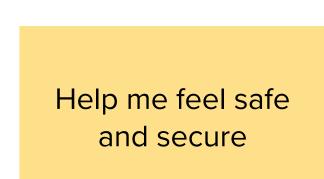


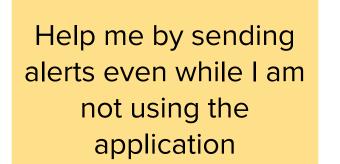


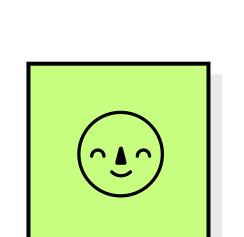


protect them from Covid



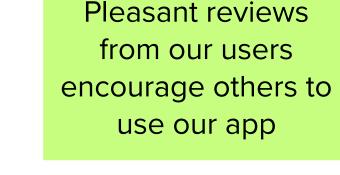




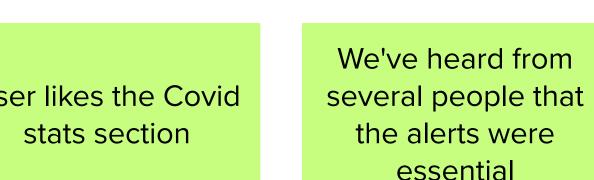


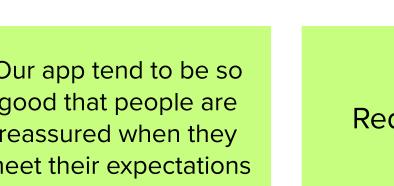
Positive moments

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

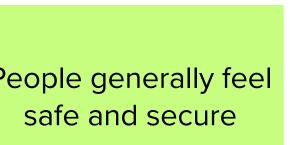


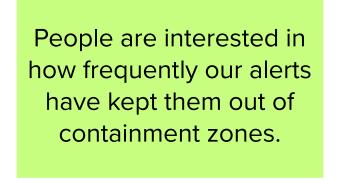


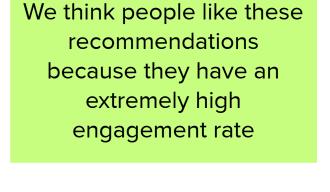


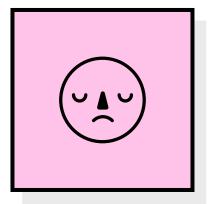






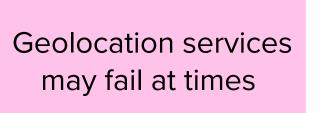






Negative moments

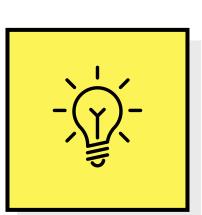
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



Authentication issues might arise

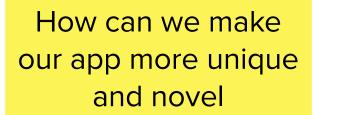
Covid Stats obtained

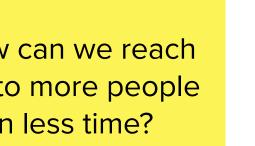
User might be doubtful if the app will deliver alerts after it has been closed

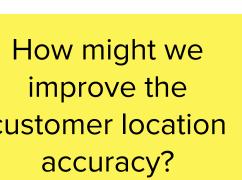


Areas of opportunity

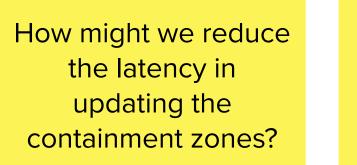
How might we make each step better? What ideas do we have? What have others suggested?

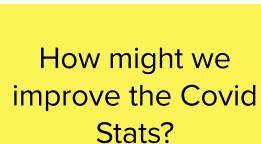


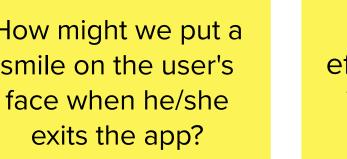


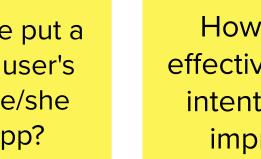


updating the user details?











by the user while the app is not in use