SCENARIO

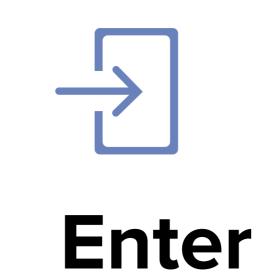
Browsing, booking, attending, and rating a local city tour

Entice

consult a doctor about the abnormal symptoms

they observe

How does someone initially become aware of this process?



Engage

In the core moments in the process, what happens?

Random Forest

Algorithm classifies dataset

of the patient

into healthy and

normal patient



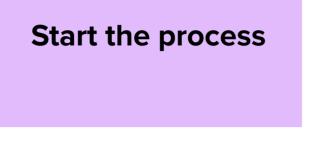
Exit

What do people typically experience as the process finishes?

Steps

What does the person (or group) typically experience?





collecting and voice and speech data from patient

What do people

experience as they

begin the process?

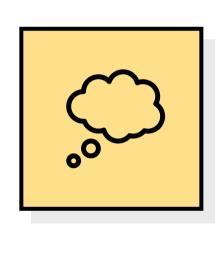
Finally disease is predicted



Interactions

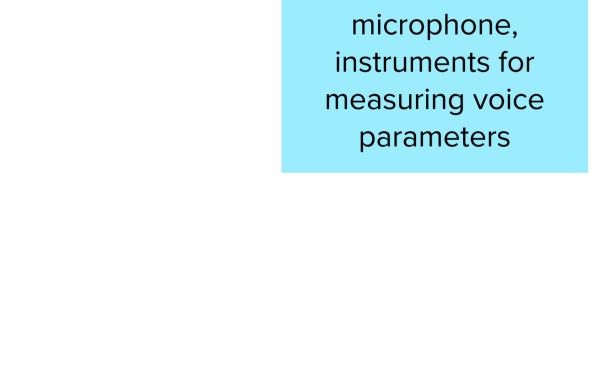
What interactions do they have at each step along the way?

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

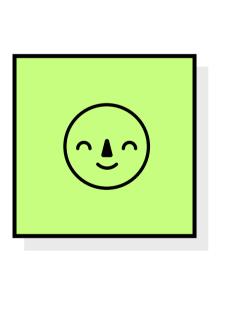


Goals & motivations At each step, what is a person's

primary goal or motivation? ("Help me..." or "Help me avoid...")

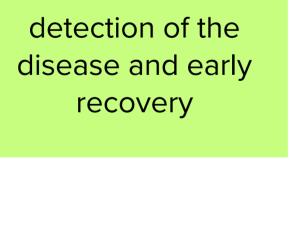


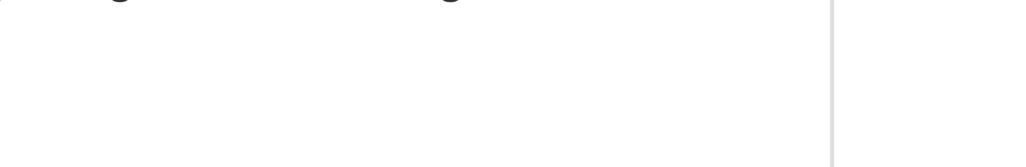


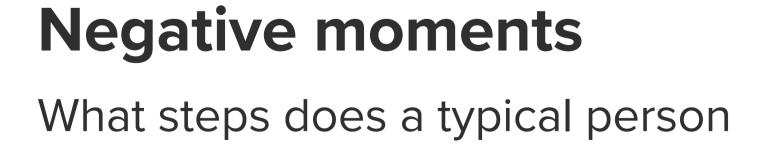


Positive moments What steps does a typical person

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







find frustrating, confusing, angering, costly, or time-consuming?



using large dataset leads to more time

Areas of opportunity

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

