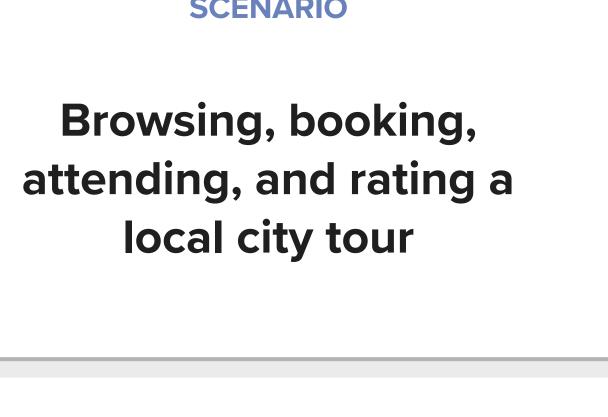
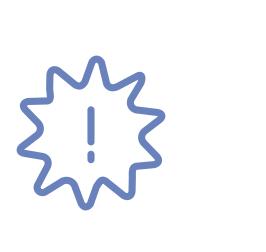
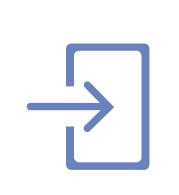
SCENARIO Browsing, booking, attending, and rating a local city tour Interactions **Goals & motivations** At each step, what is a person's





Entice

How does someone initially become aware of this process?

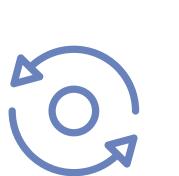


Enter

What do people experience as they begin the process?

As the checkup

starts,you need to confirm some



Engage

In the core moments in the process, what happens?



Exit

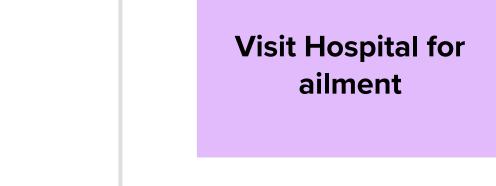
What do people typically experience as the process finishes?



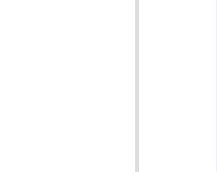
Extend

What happens after the experience is over?

What does the person (or group) typically experience?



If reaching out



Confirm payment checkup

Start the checkup



Contact labaratory regarding result

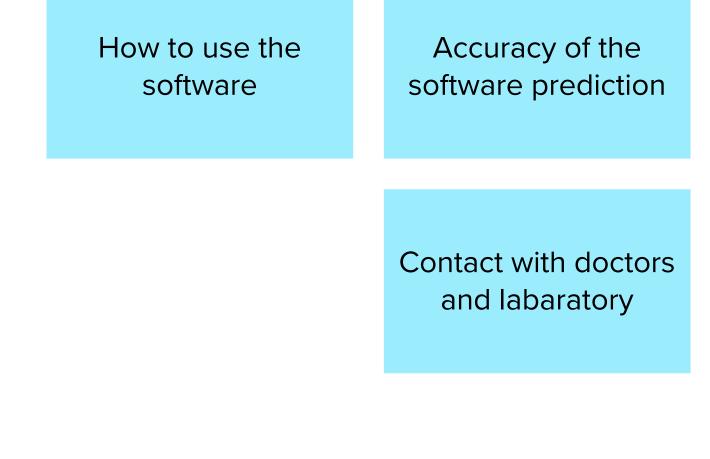
If further tests will be notified

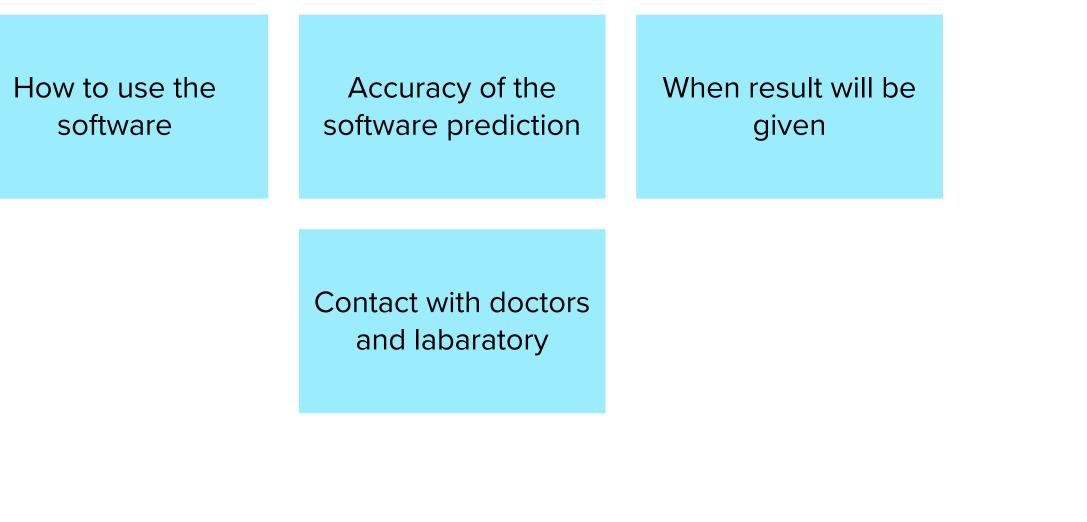
Further steps has to be taken based on the result

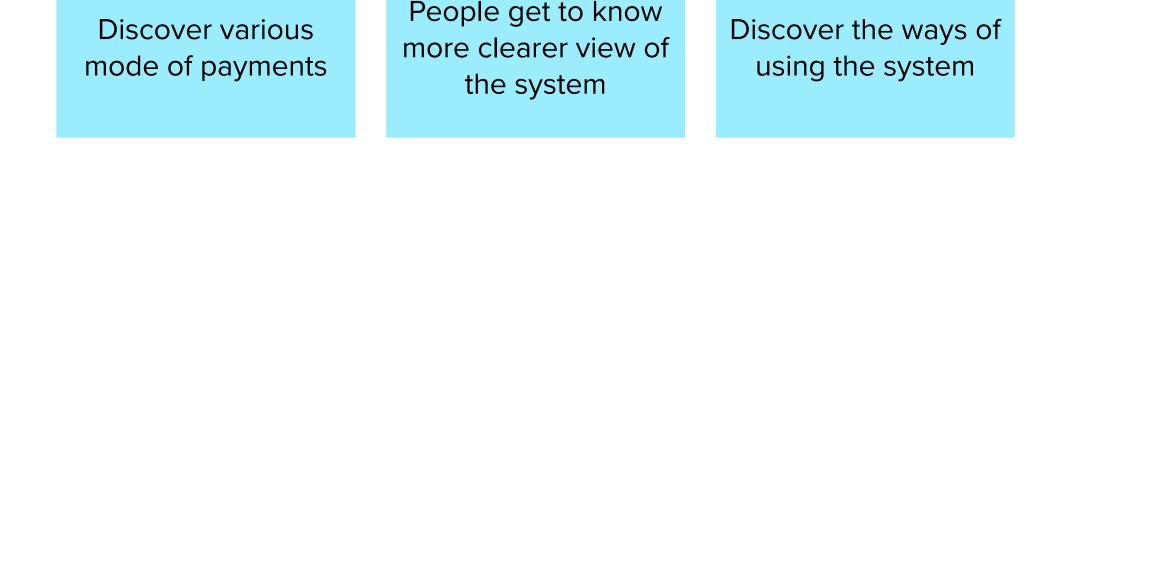
Fill the feedback

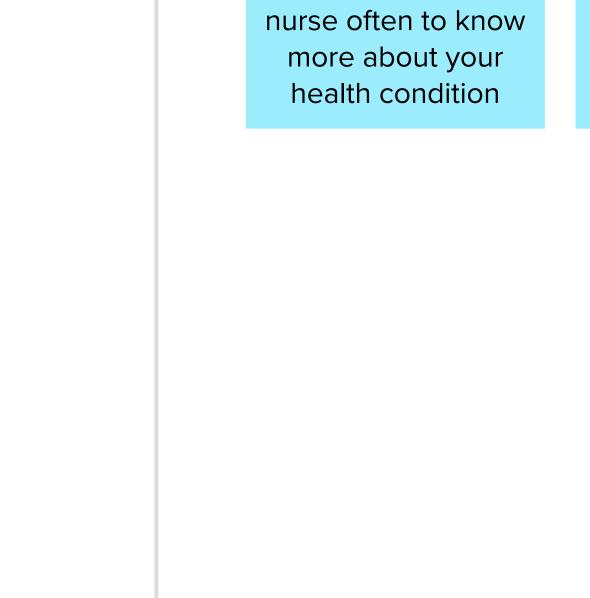
What interactions do they have at each step along the way?

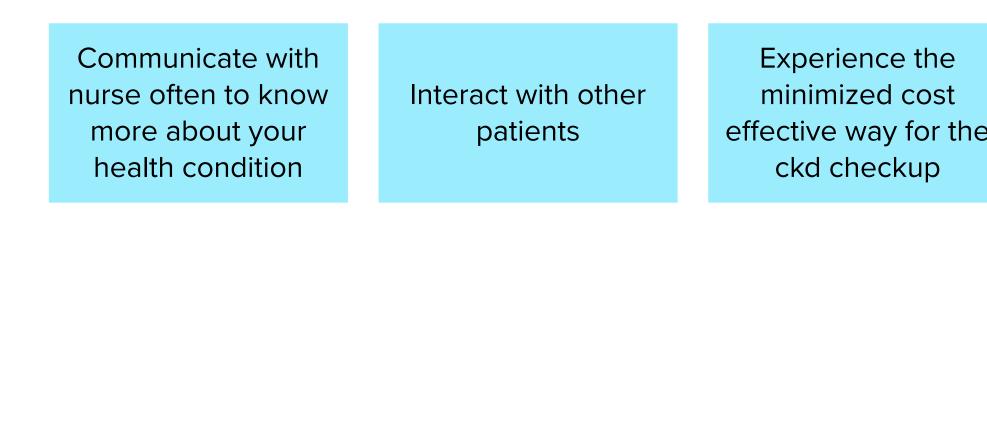
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

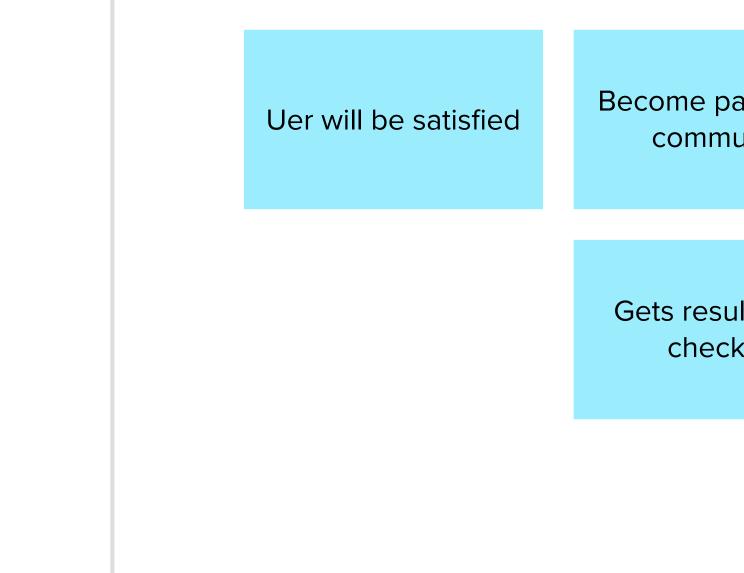


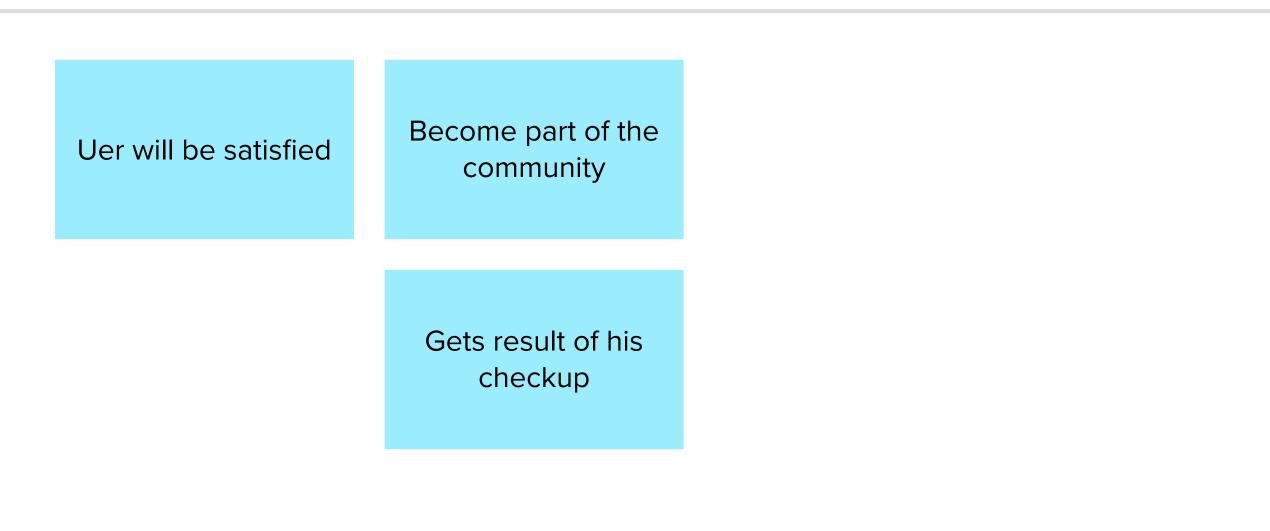


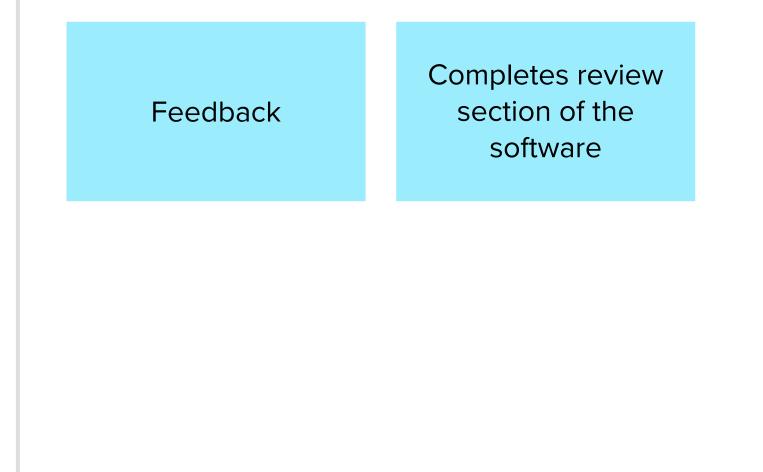


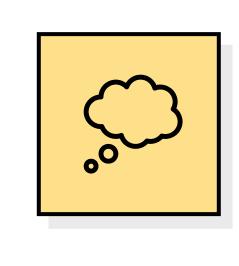




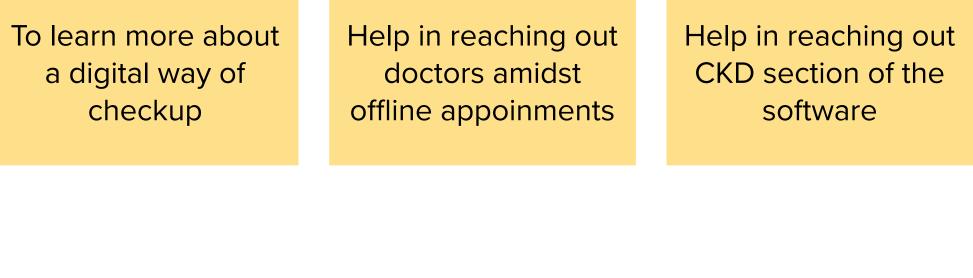


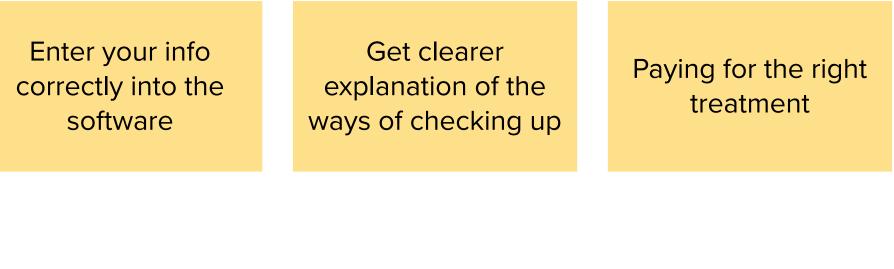


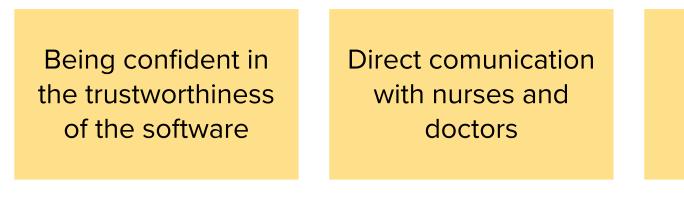


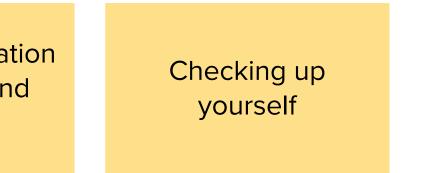


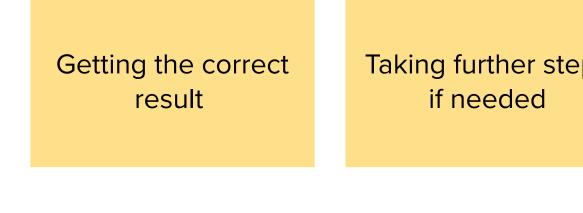
primary goal or motivation? ("Help me..." or "Help me avoid...")

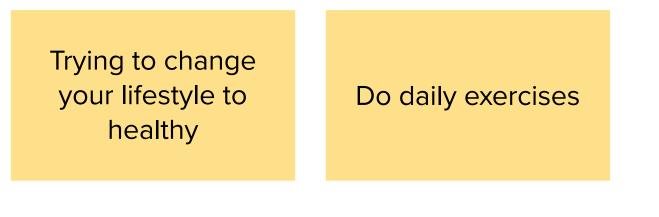


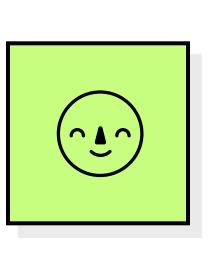






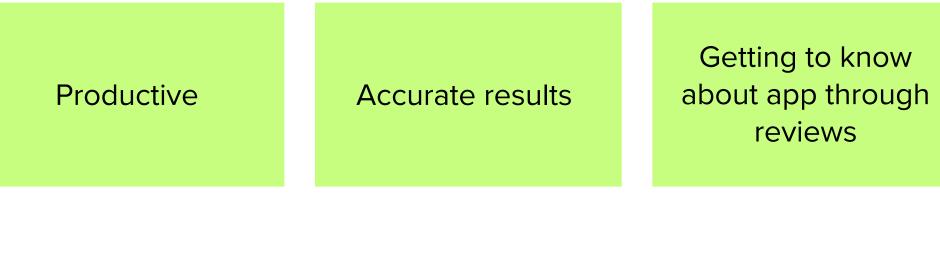




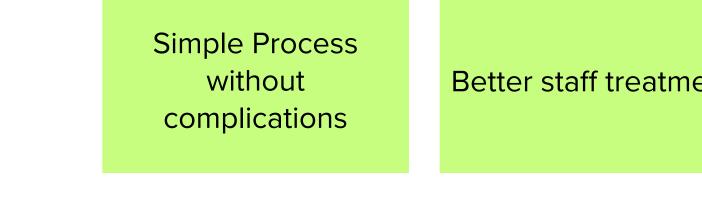


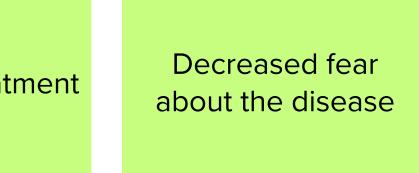
Positive moments

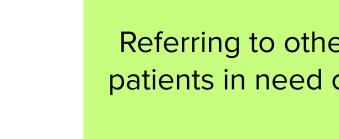
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

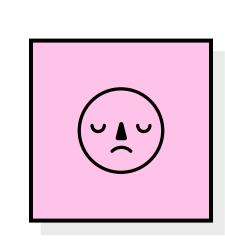






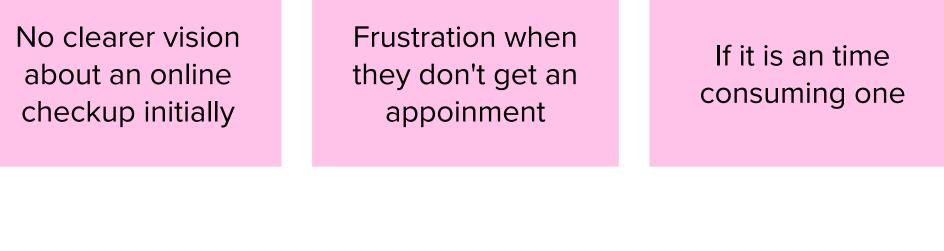


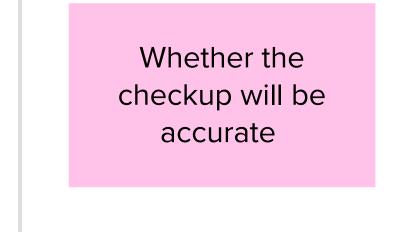




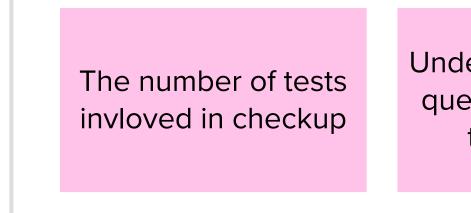
Negative moments

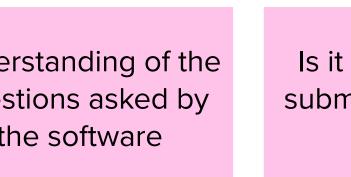
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?





Is it worthy the amount spent

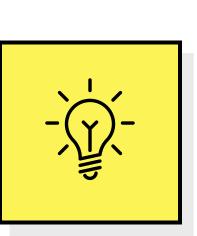




isn't satisfactory

with a doctor in person

Need to check the reviews about the software



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



