SCENARIO

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



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?



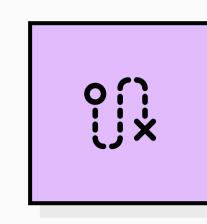
Exit

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?



Getting Required information from the patient who are affected.

Monitor The Current health of the Body

Monitoring the current Health can lead to Early prevention of Disease and Critical Situation

Observing Regular tests process

People begin to take

blood test and urine test

to check the presence or

absence of albumin.

Attractive User

Interface and User

Experience with

accurate results.

Intake of Hygienic and Diet Foods

As people come to know about the disease, they intake hygienic foods in order to protect themselves from CKD.

Payment overlay

within the website,

iOS app,

or Android app

Problems

that wasn't predicted earlier.

Intract with Doctors

based on the test

Direct interactions

with the guide, and

potentially with

other members

The problems people face during the analysis of this disease is some may already get affected due to CKD and

The guide brings the patients around the area ,do and don't based on test results.

Experience

the Checkup

wellfare Treatment and leave the guide

> The guide brings the patients around the area ,do and don't based on test results.

The user writes a review and gives the predicting CKD app ratings and suggestion for improvements.

Often takes place at

the same place where

the group met the

guide, but not always

Writing &

users who undergone predicting CKD informs them to meet our doctor for further clarifications.

Personalized

Data Visulization of each and every test for motivational improvements and share the awareness about this disease to their neighbours.

Data Visulization of

overall test and

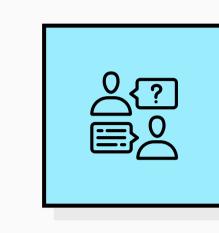
improvements.

Completed experiences

section of the profile

on the website, iOS

app, or Android app



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?

Whether the app predicts correct information?

CKD detection

section of the

website, iOS app,

or Android app

it will ask for predicting CKD?

What are the details

Will it give results

generated as

Quickly?

Customer's email (software like Outlook or website like Gmail)

CKD detection section of the website, iOS app, or Android app

results

Intraction with testing members in the test laboratory

Helps to feel good

about my decision

to go on this

checkup.

The User looks for

guide, often from a

distance as they

walk closer

"Leave a review" model window within the profile on the website iOS app, or Android app

In some cases, this is communicating indirectly with the Nurse guide, who will see their review

Depending on the User and guide, Thanking Regards may be involved.

Customer's email (software like Outlook or website like Gmail)

Recommendations

span across

website, iOS app,

or Android app

Suggestions for the website and make awareness of disease.



Goals & motivations

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

prediction section floor

Helps to avoid

seeing doctor for the

wrong dates, times

Help to reach

this CKD

Helps to learn what instructions doctor gave

Help to have

correct results

from prediction

Helps to understand what this App will do all

feel confident that my appointment is finalized and tell me what to do next.

this payment part without too much hassle.

Helps to get through

Helps to make sure checkups so that Iteraction with doctors can be perfect.

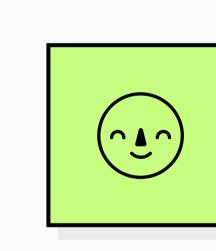
To feel confident about where to go and which one of these people is the guide.

> Helps to leave the hospital with good feelings and no awkwardness

Helps to spread the word about a great Prediction a pp and feedback

The interaction process is made to people get information from doctors and suggest to neighbours. Helps to see and what could be doing next

The interactions that have been made until now will be shared to other people.



Positive moments

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



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

options and imagine doing CKD prediction like some experiences

People sometimes forget

to put in their dates &

time which leads them to

discover problems they

can't actually attend

It's fun to look at

Some Test results we are taking are exciting to see

People express a

nervous and fear

taking

at this step

Excitement about the checkups

people needs reminde emails were essential specially if they booked way in advance

Trepidation about the

Checkup for predicting

CKD

("I hope this will be

Our guides tend to be so good that people are reassured when they meet their guide

Sometimes people

are matched up with

nurse guides that

they don't really like

People will love the hospital staffs treating patients with good experience.

People expressed awkwardness about finding their guide in a hospital



People leaves hospitals feeling refreshed and inspired

> Users report feeling review



extremely high engagement rate

We think people like

these recommendation

because they have an



very low

review rates to improve

and Establish the

awareness of website



Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

Make it easier to compare and predict CKD for experiences without having to click on them

If you don't follow this procedure immediately after your Booking, could we send a follow up Notification

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews of old patients

How might we make our guides easily identifiable (via a name batch, height &weight for example)

How might we make it clear that tipping is appreciated but not necessary?

How might we totally eliminate this awkward moment?

People are unclear

whether a tip is

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

How might we progressively disclose the full review so that each step feels more simple?