

Claudia Larmon	Menaka Mahajan	Jerome Phillips	Alejandro Flores	Emma Sato
----------------	----------------	-----------------	------------------	-----------

SCENARIO

Browsing and installing a new health care application (for both fitness and nutrition analyser)

Steps

What does the person (or group) typically experience?

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?

Negative moments

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?

Entice

How does someone initially become aware of this process?

Choose a correct dietary app

Most user's feels comfortable with dietary apps rather than physical fitness

Visit website or app

The User navigatesto the dashboard section of our website or app

Neighbors or colleagues already aware of this app

As a beginner, they feel lazy for maintaining their health

Enter

What do people experience as they begin the process?

A proper health maintaining tips

The app will classify the image accurately by clicking the button

Users can know how much nutrient present in each food they intake

People experience that for any type of image the model will accurate results

They see a summary of what they are about to eat as a daily schedule

Engage

In the core moments in the process, what happens?

Everything will be clearly displayed in the dashboard

User's better understanding

Experience the app

Exit

What do people typically experience as the process finishes?

Leave the app

Hitting the heart button if they really enjoyed

Prompt for rating

Every day they feel young and energetic

Writing & submitting review

Extend

What happens after the experience is over?

Personalized recommendations

Personalized Offers for regular assessment

Gradual process of next level

Nutrition app of the website, iOS app,or Android app

Interact with various nutritional website, iOS app or Android app for better knowledge

They can see various images that can be clicked by digital touch points

Payment overlay within the website, iOS app, or Android app

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

Payment overlay within the website, iOS app, or Android app

Most common objects people interact with on food related items

Most common objects people interact with on food related items

Direct interactions with the application, and potentially other physical group

Direct interactions with the guide, and potentially other group members

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

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

Completed experiences section of the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

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

Help me to avoid oily foods

Help me to control myself from tempting "

Help me not to think in a negative way

Help me to motivate myself from others

Help me commit to my dietary process without hesitation

Help me to always think in a positive way

Help me feel confident

Help me not to think about others of they are shaming

Help me to control my mouth from tasty, oily and fast food

Help me feel good about my decision to do the work

Help me to take serious health care of myself

Help me not to feel lethargic

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to enhance my fitness

It's very fun to know nutrients and calories present in our favorite food

Knowing each food nutritional content is very fascinating

Excitement about therregular eating habits ("Here we go!")

This app helps others to know how exactly the app classifies the output

People expressed awkwardness about the older eating habits

Sometimes people will think 'life is once' why should I maintain my health rather than what actually I love to eat

People think its just a waste of time

People feel pressure at some point of view, why should I follow all these healthy eating habits

Peopletlike looking back for other customers feedback

People uses others review for analysis

If you don't follow this path, then it leads to a major health issues

If each individuals concern about their own health then there will be no health related disease

The best idea is before eating any food make sure it is hygienic and healthy

Trustworthy is the major drawback in the users point of view

People express a bit of fear of commitment at this step

They will surely miss their most likely food

The common health issues like high blood pressure, Chronic NCDs and diabetes will get reduced

Maintain a healthy diet to free from various diseases

Be energetic and young always, which makes you feel happy(if maintains a proper diet)

How might we equip people to follow this? (by using a proper nutrient app)

How might we help people celebrate and remember things they'vedone in the past?

