Scenario:
[Existing experience through a product or service]

Entice
How does someone become aware of this service?

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?

Experience steps
What does the person (or people) at the center of this scenario typically experience in each step?

- Patients see awareness campaigns on social media, hospitals, and healthcare apps.
- Doctors recommend AI-powered eye screening to patients at risk.
- Health organizations and insurance companies promote early detection benefits.
- Users visit the website or mobile app to register.
- System explains how AI diagnosis works and expected results.
- AI analyzes the uploaded retinal image using deep learning models.
- The system detects abnormalities and classifies the disease risk level.
- Users receive AI-generated reports via email or mobile app.
- Follow-up recommendations are provided for lifestyle adjustments (diet, eye care tips).
- Patients receive reminders for follow-up checkups or eye health monitoring.
- System provides personalized health tips based on diagnosis results.

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 do they use?

- atients, doctors, healthcare providers.
- Social media, hospital awareness camps,
- Digital ads, referral programs, flyers, newsletters.
- AI chatbot support, automated pre-screening forms,
- Hospital screening center, mobile/web app
- People: Patients, AI system, virtual healthcare assistant, medical experts.
- Places: Cloud-based AI system, hospital screening centers, telehealth platforms.
- : Patients, AI system, hospital representatives.
- Patient’s home, clinic, telehealth consultation.
- AI-generated reminders, telemedicine consultation
- progress-tracking dashboards.

Goals & motivations
At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)

- "I want to prevent vision loss and detect diseases early."
- "I need a quick and reliable screening method."
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- "I want a quick, seamless registration process."
- "I need clear instructions on how to submit my scan."
- "I need accurate and quick results to know my eye health status."
- "I want to schedule a consultation if something is wrong."
- "I want to understand my report easily and know what to do next."
- "I need direct recommendations from a doctor if needed."
- "I want continuous monitoring to ensure my eye health stays good."
- "I need timely reminders for my next eye checkup."

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

- Patients realize they can get fast and affordable screenings.
- Increased trust in AI-based solutions due to medical endorsements.
- Smooth onboarding process with minimal manual input required.
- AI explains the next steps clearly, reducing patient confusion.
- AI gives instant diagnosis, reducing patient anxiety.
- Patients can download reports for doctor consultation.
- Patients appreciate clear, well-structured reports with AI insights.
- Users feel reassured when the system offers a consultation option for further review.
- Users feel empowered with long-term health tracking and preventive insights.
- Regular AI checkups allow for early intervention before symptoms worsen.

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

- Patients are skeptical about AI accuracy.
- Lack of trust in automated diagnoses compared to human doctors.
- Technical difficulties uploading images from different devices.
- Fear of privacy concerns regarding medical data.
- Some users feel uncomfortable relying solely on AI for medical results.
- Possible false positives or negatives leading to unnecessary stress.
- Some users may feel overwhelmed by medical terms in the report.
- If a false positive is detected, it may cause unnecessary anxiety.
- Some users may ignore follow-up recommendations if they feel healthy.
- Technical glitches in appointment scheduling or report access can cause frustration.

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

- Increase public trust in AI-driven medical diagnostics through case studies and success stories.
- Offer free trial scans to increase adoption rates.
- Offer step-by-step visual guides for first-time users.
- Implement secure encryption & privacy assurances to build trust.
- Enable human verification from a remote specialist to confirm AI results.
- Offer educational content on how AI models ensure accuracy.
- Provide simplified explanations in reports with visual indicators
- Allow patients to connect with AI-trained healthcare chatbots for instant clarifications.
- Gamify health-tracking dashboards to increase engagement (badges, progress scores).
- Offer discounts for follow-up AI screenings to encourage continuous monitoring.