













ReX Journey Map

User Journey

PHASE	Raising the Need		Research		Decision & Selection	Ongoing Maintenance
ACTION	<div><div><div>Olivia, an expectant mother, has a headache that is not going away on its own</div><div><div></div><div><div></div><div>She asks her husband (Andy) to assist by getting her something to take from the drug cabinet</div></div></div><div><div></div><div>Andy runs upstairs to their drug cabinet and finds a selection of drugs that are suitable for headaches</div></div><div><div></div><div>Unsure which drugs might have adverse affects for someone with a pregnancy, he reads every label on the bottles</div></div></div></div>		<div><div><div>Still unsure which drug is best suited for his wife, he goes to the internet to search for more information</div><div><div></div><div><div></div><div>He navigates to multiple sites in an attempt to compile the information and arrive at a decision</div></div></div><div><div></div><div>While conducting his research, he remembers that he needs to also check which drugs might have a possible recall</div></div><div><div></div><div>He visits every drug manufacturer's website to find any recall information and is able to exclude those off from the list</div></div></div></div>		<div><div><div>Andy is finally able to select the right drug based on his findings</div><div><div></div><div><div></div><div>He runs downstairs, gets a glass of water, and finally able to give his wife the right drug suitable for her headache and safe for her pregnancy</div></div></div></div></div>	<div><div><div>He writes down everything he learned from his research and keeps the piece of paper in his drug cabinet for future reference</div><div><div></div><div><div></div><div>Andy sets reminders for himself to continuously check for recalls against any of the drugs in his family's drug cabinet</div></div></div></div></div>
OPPORTUNITIES	<div><div>Use Rex to review options before running upstairs</div><div>Verify pregnancy warnings for selected drugs because of previous household pregnancy indication</div></div>		<div><div>Instead of blindly searching the internet, Andy would have been presented with recall information for drugs in his cabinet or search results</div><div>Andy could remove recalled drugs from both the physical and virtual medicine cabinet to prevent use of a recalled drug in the future</div></div>		<div>After a quick review of drugs added to the virtual medicine cabinet, Olivia takes an appropriate drug for her headache</div>	<div>Andy and Olivia can record notes and subscribe to alerts for drugs in their virtual cabinet</div>
EMOTIONS	<div><div>Uncertain Loving Concerned</div><div>Overwhelmed Anxious Confused</div></div>		<div><div>Hurried Nervous Confused</div><div>Overwhelmed Nervous Confused</div></div>		<div>Relieved Hopeful Loving</div>	<div>Confident Secure Accomplished</div>