JOURNEY MAP

smaply

Abílio's Journey Map

| Before going to the pharmac | су | | Admission to the pharmac | су | Order | | | | | | Payment | | Medication retrieval | | Aftermath |
|---|---|---|--|--|---|--|---|--|--|---|--|---|---|---|---|
| Abílio goes to the hospital f | He waits for his appointment | Receives a prescription | He enters the pharmacy | Waits for his turn | Greets the pharmacist | Is asked for a QR code | He tries to find it | Is offered help by the pharmacist | Scans the QR code | Is asked if a generic prescription | Is asked the preferred payment | Pays with cash | Receives a printed receipt with a | Receives the medication | Leaves the pharmacy |
| Abílio Reis ABÍLIO REIS | S' STORYBOARD | | | | | | | | | | | | | | |
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| Abílio Reis ABÍLIO REIS | S' JOURNEY | | | | | | | | | | | | | | |
| Abílio goes to the hospital for a regular check-up | He waits for his appointment | Receives a prescription | He enters the pharmacy | Waits for his turn | Greets the pharmacist | Is asked for a QR code | He tries to find it | Is offered help by the pharmacist | Scans the QR code | Is asked if a generic prescription is preferred | Is asked the preferred payment method (face recognition technology, credit card, or cash) | Pays with cash | Receives a printed receipt with a number and waits for the medication | Receives the medication | Leaves the pharmacy |
| Abílio Reis ABÍLIO REIS | S' DETAILED DESCRIPTION | | | | | | | | | | | | | | |
| Abílio goes once a month for a regular check-up | After the admission to the hospital, he stays in the waiting room often making small talk to other patients | After being called to the doctor's office, he explains to the doctor his pains and does some exams. Afterwards, he receives a prescription on the mobile phone and also a physical copy | Following his visit to the doctor, he goes to the local pharmacy | He takes a ticket and patiently waits for his turn standing because there were no chairs available. The place was quiet and there was no one to chit-chat with and to hear their gossips | His turn has arrived and the pharmacist calls him to the counter. She greets him, in an audible tone, by his name given that he is a regular customer | The pharmacist explains that in order to retrieve the medication he first has to scan the QR code given to him by the doctor | He is confused has to where the QR code is, is it on a mobile app? Printed document? SMS? | The pharmacist sees the struggle and offers to help. She explains that the QR code is on the physical prescription | Due to the help of the pharmacist, he is able to scan the QR code successfully | As standard procedure requires, the pharmacist asks if a generic medication is preferred or not | The pharmacist explains that they have 3 payment methods. | Since Abílio does not know how to use face recognition technology, he opts for cash | Since the payment was done with cash, the pharmacist handles him a printed receipt with a number on it that allows him to collect the purchased items | The robot collects the purchased items and gives them to the pharmacist assistant. They hand the medication to Abílio | Abílio leaves the establishment with his medication |
| Abílio Reis DRAMATIC | ARC | | | | | | | | | | | | | | |
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| Abílio Reis BACK-OFFIC Mobile Printed documents Payment terminal | | | | | | | | | | | | | | | |
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