JOURNEY MAP

efore going to the pharma	су		Admission to the pharmac	У	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
Francisca got sick and goe	Waits for the consult	Receives a prescription	She enters the pharmacy	Waits for her turn	Greets the pharmacist	Is asked for a QR code			Scans the QR code	Is asked if a generic prescription	Asks if her favorite facial cream	Is asked the preferred payment	Pays with face recognition	Receives a SMS with a number	Receives the medication	Leaves the pharmacy
Abílio Reis ABÍLIO REI	IS' JOURNEY															
bílio goes to the hospital for a egular 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 REI	IS' DETAILED DESCRIPTION															
bílio goes once a month for a egular 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
Francisca Santos FRAN	CISCA SANTOS' JOURNEY															
rancisca got sick and goes to the ospital	Waits for the consult	Receives a prescription	She enters the pharmacy	Waits for her turn	Greets the pharmacist	Is asked for a QR code			Scans the QR code	Is asked if a generic prescription is preferred	Asks if her favorite facial cream is available	Is asked the preferred payment method (face recognition technology, credit card, or cash)	Pays with face recognition	Receives a SMS with a number and waits for the medication	Receives the medication	Leaves the pharmacy
Francisca Santos FRAN	CISCA SANTOS' DETAILED DES	SCRIPTION														
rancisca got sick after partying at ight with her friends. She goes to ne hospital	After the admission to the hospital, she stays in the waiting room scrolling through social media	After being called to the doctor's office, she explains to the doctor her pains and does some exams. Afterwards, a prescription is sent to the mobile phone	Following her visit to the doctor, she goes to the local pharmacy	She anxiously waits for her turn while scrolling through her phone. Since there was a big queue it meant that she would have to wait a long time	Her turn has arrived and the pharmacist calls her to the counter	The pharmacist explains that in order to retrieve the medication she first has to scan the QR code given to her by the doctor. This explanation was quite long and unnecessary since Francisca was already familiarized to the system			She easily goes through her phone and finds the QR code in the mobile app	As standard procedure requires, the pharmacist asks if a generic medication is preferred or not	After answering the pharmacist, Francisca asks if her favorite facial cream is available and the pharmacist informs that it is out of stock	The pharmacist explains that they have 3 payment methods. Yet again the explanation was long and unnecessary	Given that she had already an account at the pharmacy created, she chooses to pay with face recognition. She was excited to be paying with new technology to the point of thinking of telling her friends how innovative it was	Since the payment was done with face recognition, a message is sent with the number on it that allows her to collect the purchased items. She now has to wait in queue once again	The robot collects the purchased items and gives them to the pharmacist assistant. They hand the medication to Francisca	Francisca leaves the establishment with her medicati
Abílio Reis / Francisca S	Santos EMOTIONAL JOURNE	Y S														
																
Abílio Reis / Francisca S	Santos BACK-OFFICE OVERV	IEW														
Socialization															22 00	
Mobile																
Printed documents ····································																
Pharmacist																
Face recognition technology													*			
§e Cash ·····																