Service Engineering
Pharmacy Service

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1 Introduction

In this assignment, we were asked to model and implement a modern pharmacy service for medical prescriptions.

For the model phase, three personas were created along with their expectation maps and journey maps. To complement the work, a stakeholder map was also made.

With this small report we aim to clarify some doubts that may surge from the analysis of the work.

2 Personas

To explore the touchpoints that the service has with its clients and users, three personas were developed.

The first one represents an older client who has few friends, craves social interaction and deals badly with technology (Abílio). The second represents a younger client that hates to wait in line, prefers little social interaction and loves new and innovative technology (Francisca). Finally, the last one represents a pharmacist that loves helping her clients and enjoys the benefits that technology brings to her job (Sandra).

The first two personas represent the clients that actively use the service, in other words, clients that go to the pharmacy and interact with the service to get their needs satisfied. The third persona was created in order to explore how the service might impact the day to day of a pharmacist. Even thought the

service is not being built with the pharmacist as the main target, we considered the inclusion of this persona vital, seeing that they are the main touchpoint for the clients.

3   Stakeholder Map

At the center of the stakeholder map [A] we added the stakeholders that were closest to the service: the pharmacy, the pharmacist, the pharmacist assistant, the client and the owner.

In the middle layer [B], we only added the stakeholders that do not interact on a daily basis with the service but have a huge impact in making sure that the service continues working, such as: doctors and hospitals, transportation, stock supplier and, technology, IS suppliers and competitors.

And, at the uttermost layer [C], we only added the entities that had more of an indirect impact on the service but whose impact was still relevant: the government and the bank.

When it comes to buying products for the shop, the pharmacy orders the products from a stock supplier. The stock supplier then hires a transportation company, that acts like a middle man, to deliver the good to the pharmacy.

4   Journey Maps and Expectation Maps

The journey and expectation maps were created taking into account the personas' personalities.

The emotions that each persona exhibits at each moment reflect the expectations they had of the service. For example, Abílio's mood greatly increased when the pharmacists called him by his name to the counter, seeing that he expects to be well known in the pharmacy, as he is a regular there, and he expects to chit-chat with the pharmacist.

For the journey map we found relevant to compare Abílio's and Francisca's journey at the pharmacy since they have different experiences during the same moments of the service.