smaply

Customer Journey Map Sarah

| Awareness and research (P.. | Untitled Stage | Appointment Scheduling | | | | The appointment day(Post-Service) | | |

| Experiences knee pain | Search for clinics | Evaluate search results | Visit website to schedule appoin.. | Receives an SMS with payment ... | Chooses MBWay as payment me. | Gets an email confirmation | Checks in | Waits in the waiting room | Attends the appointment |

Sarah — SARAH'S JOURNEY

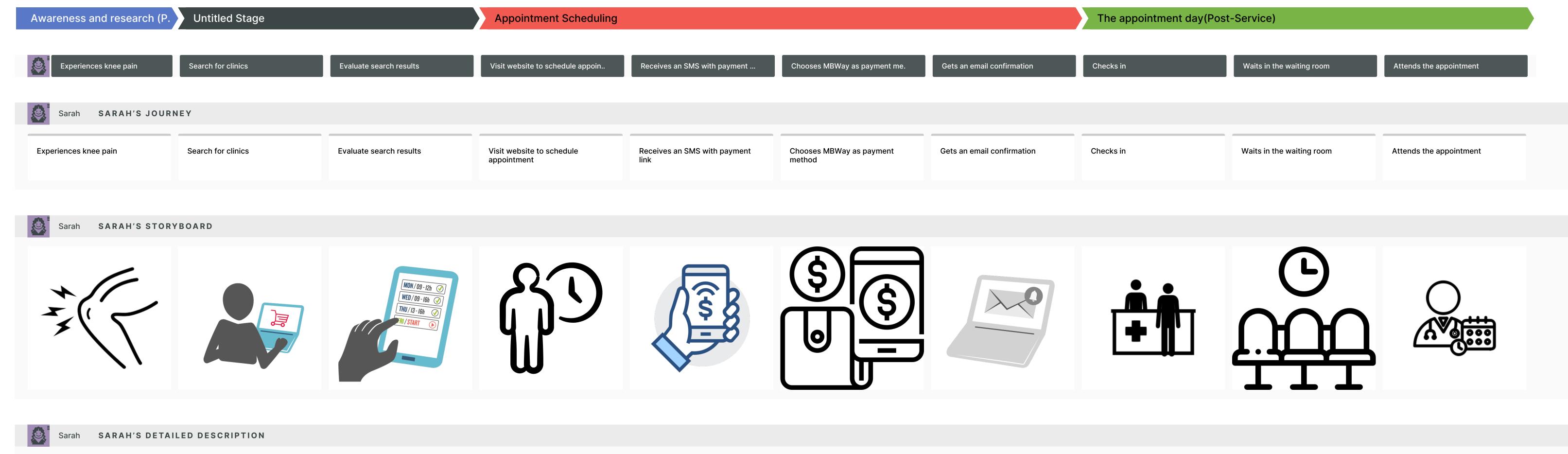| Experiences knee pain | Search for clinics | Evaluate search results | Visit website to schedule appointment | Receives an SMS with payment link | Chooses MBWay as payment method | Gets an email confirmation | Checks in | Waits in the waiting room | Attends the appointment |

Sarah — SARAH'S STORYBOARD

Sarah — SARAH'S DETAILED DESCRIPTION

| Sarah realizes she needs professional help to address her injury and considers seeking physiotherapy. | Sarah uses search engines to find physiotherapy clinics near her location. She reads reviews, examines clinic websites, and checks services offered to assess which clinic aligns best with her needs. | Sarah evaluates various clinics based on factors such as proximity to her home or work, range of services offered, and positive patient feedback to select the most suitable clinic for her needs. | Sarah navigates the clinic's website and finds the appointment booking section. She selects the type of physiotherapy he needs (musculoskeletal physiotherapy) and chooses a date and time from the available options that fits her schedule. | Shortly after confirming her appointment, Sarah receives an SMS containing a payment link. She clicks on the link to proceed with the payment process. | Upon opening the webpage, she selects the option to pay with MBWay and enters the respective phone number to proceed with the payment. | After successfully completing the payment process, she receives an email confirmation containing her appointment details, including the date, time, and location of the clinic. | On the day of her appointment, Sarah arrives at the clinic and checks in at the reception using face recognition technology for identification. | Sarah's name appears on the waiting room screen, indicating her appointment room number and estimated waiting time. | Sarah discusses her injury, symptoms, and treatment goals with the physiotherapist. The therapist conducts a thorough evaluation and develops a personalized treatment plan tailored to Sarah's needs. |

Sarah — EMOTIONAL JOURNEYS

Sarah — CHANNEL OVERVIEW

📱 SMS						📱 ●				
📞 Phone Call										
✉ Email								🖥 ●		
👥 In-person									👥 ●	