

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?
Actions What does the customer do? What information do they look for? What is their context?	Senior Citizens say that they are unable to remember all the prescribed medicines at appropriate time.	They want an assistant that delivers not only reminders but appropriate medicine dosages.	They should feel confident to ask what the disabled person needs, to always listen to the requests, and to interpret them correctly.
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity.</i>	Taking the prescribed medicines at the appropriate time.	Senior Citizens because of their age feel helpless in getting medicines right amount on right time. They also feel they are left alone and dependent on others for basic necessities.	They feel dependent on others for basic necessities and feel helpless. They often feel that they are not looked after properly.
Touchpoint What part of the service do they interact with?	Remembrance of taking medications on time.	We provide reliable service through our application and dedicated on time auto updation.	Providing a guaranteed alert to remind the elders.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			