

Customer experience journey map

SCENARIO

Browsing, booking,

attending, and rating a

local city tour

Entice

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with Product School

What do people What happens after the How does someone What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what as the process finishes? of this process? begin the process? happens? Steps Steps
What does the person (or group) Reach out Reception Patient realize Waiting Contact Leave the for the various tests have guide typically experience? to be done result Ask for Doctor Appointment Receptionist Fear grabs the Specifies to move to CKD Prediction Appreciate the user-friendly person to know People get excited about CKD software Enquire if the Interactions Ask for various software is done CKD detection What are the details asked for Predicting CKD parameter values People become People speak Will it give result in a short day What interactions do they have at under the guidance of doctors section of the the software like BP from the more clear of the about the each step along the way? website, iOS app, process in CKD nurse advancement in or Android app Customer's email medical field People: Who do they see or talk to? (software like Outlook or website Speak about the cost Depending on the User and guide, tipping/cash may be involved Places: Where are they? Customer's email effectiveness of the like Gmail) Start interaction Payment overlay (software like within the website Things: What digital touchpoints or with other patients test How to use Software Outlook or website iOS app, physical objects would they use? like Gmail) or Android app Help me understand what this App will do all this **Goals & motivations** Customer's email At each step, what is a person's ayment modes that (software like doctor have Help me leave the Recommendations Help me feel good can be done Help me spread the primary goal or motivation? Outlook or website hospital with good about my decision span across ("Help me..." or "Help me avoid...") like Gmail) word about a great website, iOS app, feelings and no to go on this Prediction app and Help me to usage of or Android app the Software Help me feel confident awkwardness feedback for one that checkup. Help me to avoid fear that my appointment is finalized and tell me was not so good of the various parameters what to do next **Positive moments** Will see the Have to read Current payment reviews about Excitement about rrectness of other What steps does a typical person People love the flow is very the result in few People leave the Persons get excited Happy to know barebones and hospital staffs treating the test motivating, delightful, or exciting? CKD system with seconds the result if it is simple about the simplicity patients, we have a Some Test results we are taking are exciting to see satisfaction of the process 98% satisfaction rating Negative moments Whether the cost Several people expressed "information paidfor the test People express a bit of fear taking Need to check People expressed process may be People find that the Users report is really reviews for the difficulty in the incomplete feeling review software is asking too usage of the CKD browse worth it availability of the software fatigue Share template feedback many questions CKD system How might we Provide a simpler Areas of opportunity Need to check Should provide summary to avoid reviews for the software review Payment should CKD for experiences this awkward better? What ideas do we have? Realiable be less What have others suggested? moment? Booking other travel

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