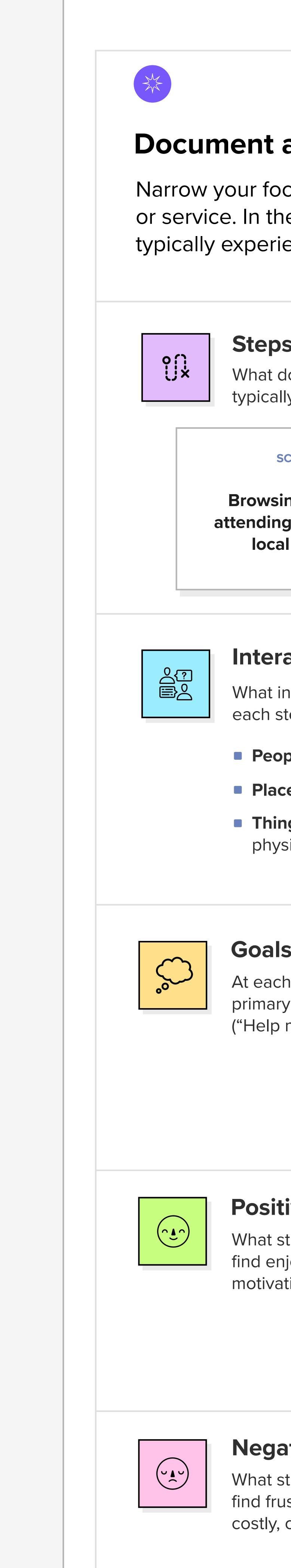
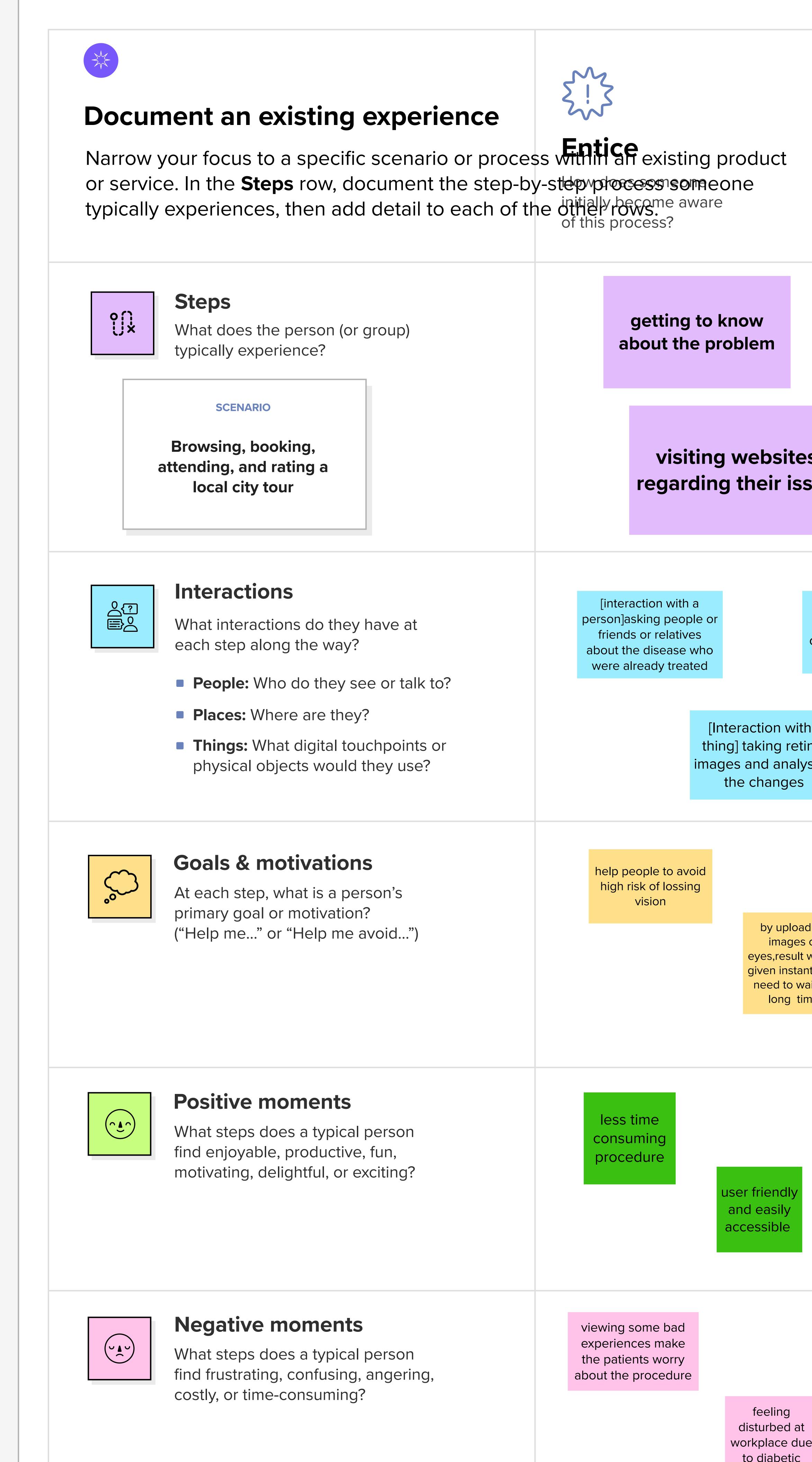


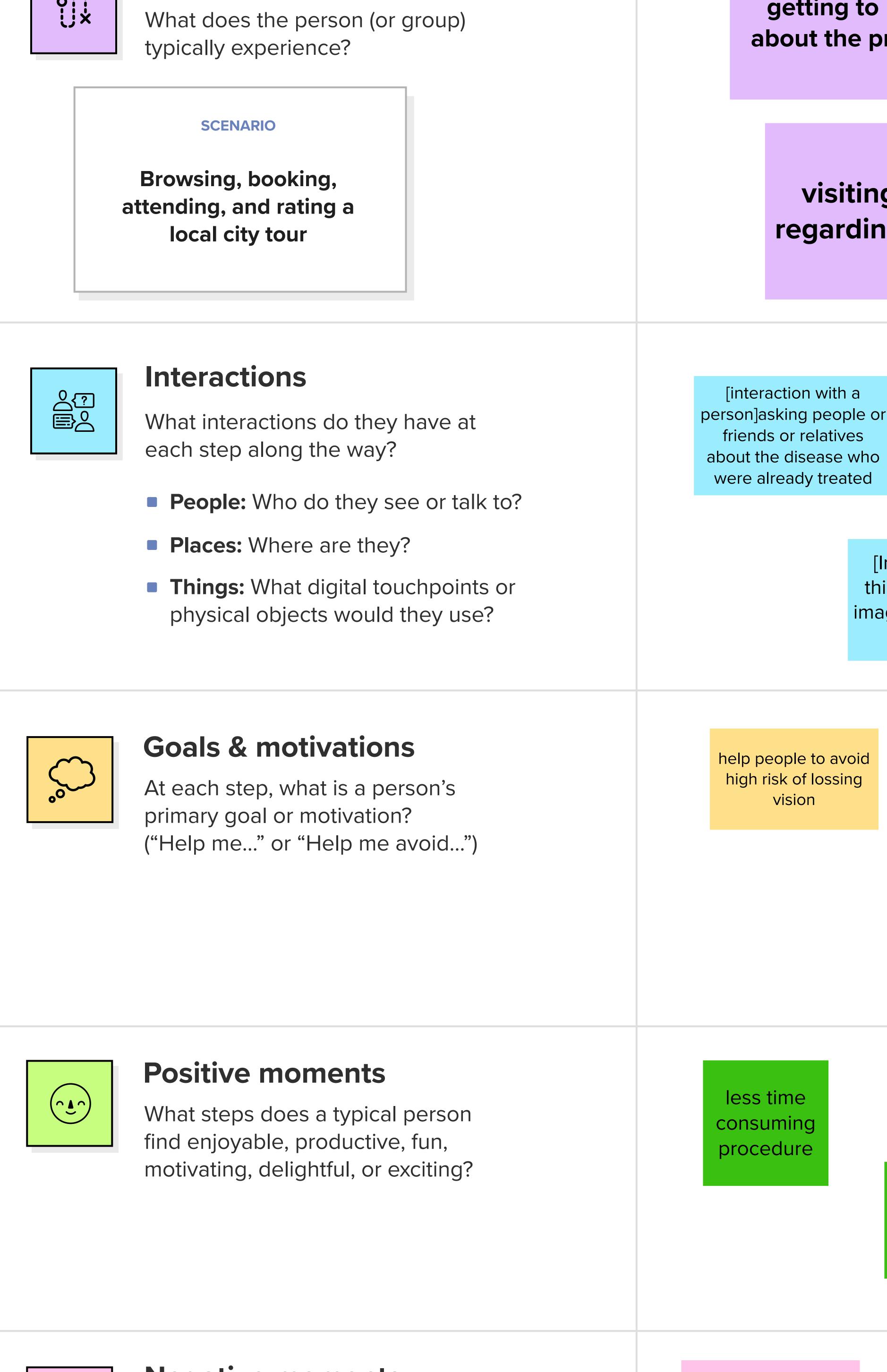
Customer experience Journey map

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.

Product School



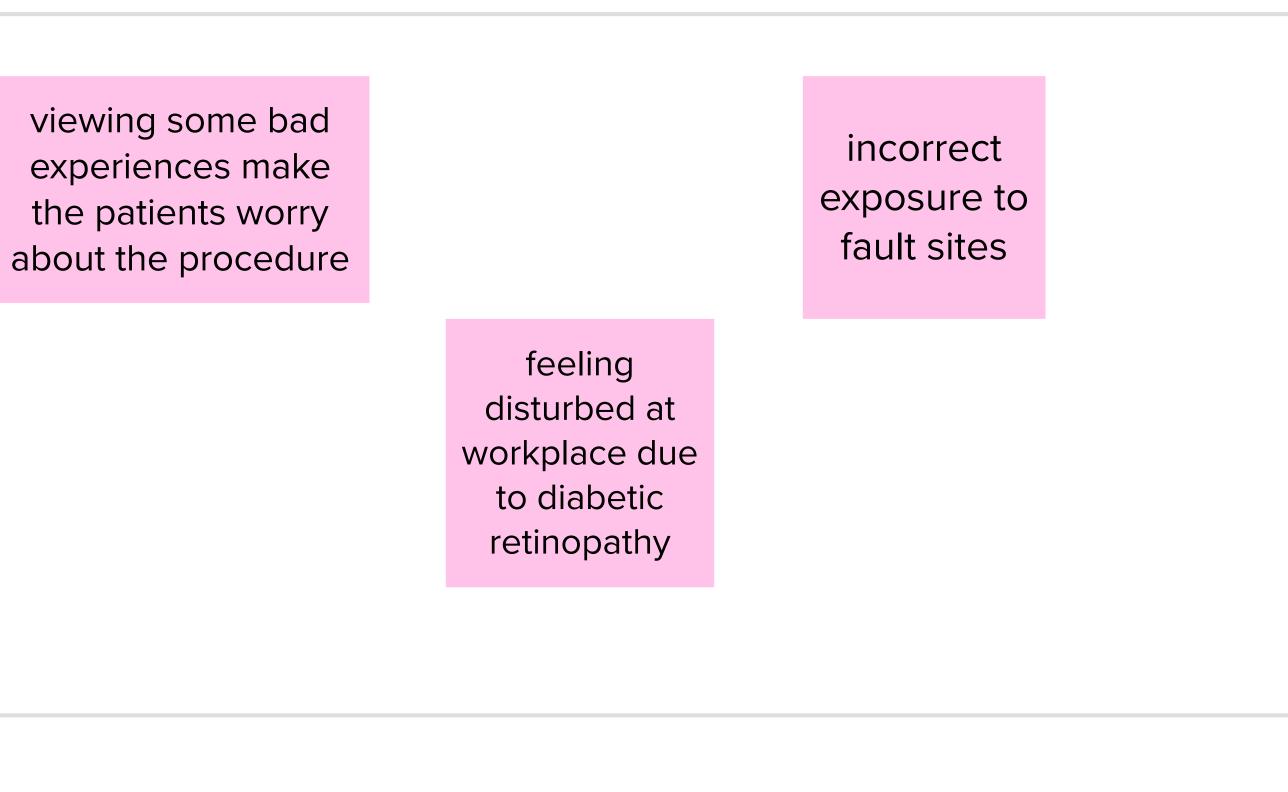


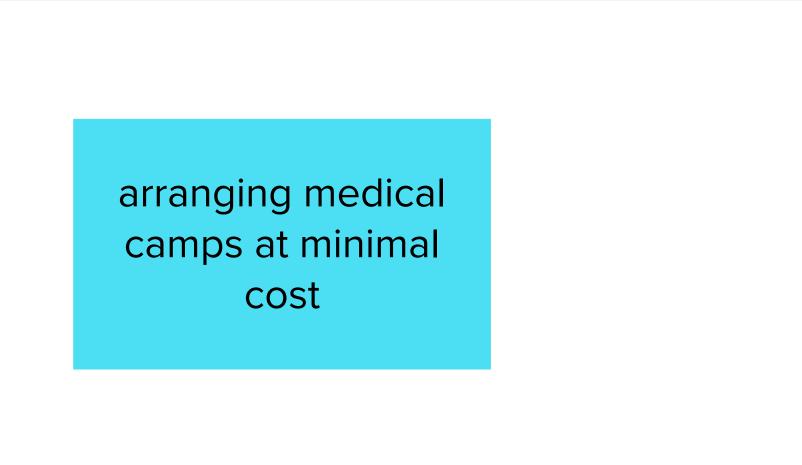


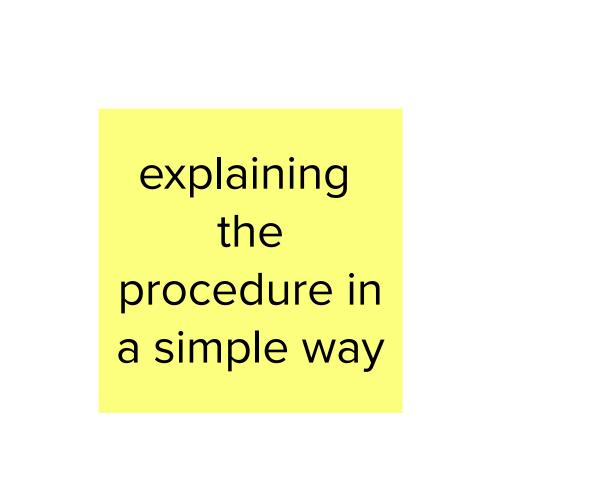
Areas of opportunity

better? What ideas do we have?

What have others suggested?







Enter

blurry vision

[Interaction in a place] They visit ptometrist to check eye power

difficulty in

perception

getting to know

about the problem

visiting websites

regarding their issue

[Interaction with a thing] taking retinal images and analysing the changes

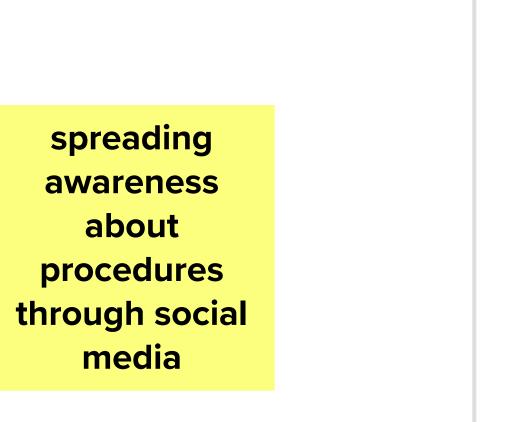
What do people

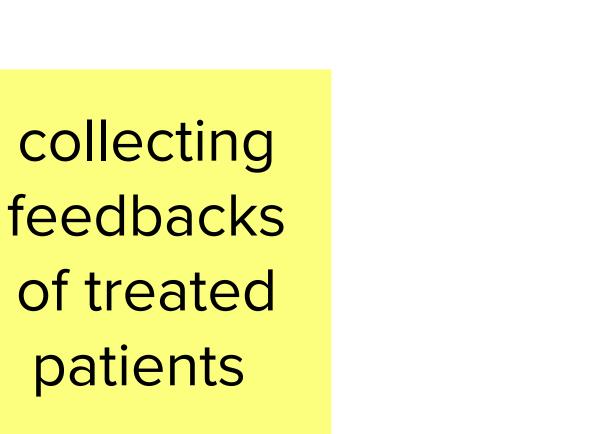
experience as they

begin the process?

communicating the causes and effects of the treatment to the patients

worries about cost for treatment





time to time

patients will

be happy

cllear vision

of eyes and

about their

Engage

In the core moments in the process, what happens?

confused

about

doctors

discuss about

procedures to

check results

by uploading

images on

the site

sometimes

the cost

would be

guides with dosage and time interval of medicines to be taken

happy about

"Five Es" the left or right as the process finishes?

back

no fear of

getting blind

doctors may ask

the treated

experience to

creates

awareness

about diabetion

among people

share the

experience

with other

patients

Extend

What happens after the

experience is over?

receive a feedback

vision

about re

may cause diagnosed

making peop

