

<div>Scenario</div> <div>Healthcare app customer journey map</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience at the process finished?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Email</div> <div>Feedback</div> <div>Sample</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Home page</div> <div>About network</div> <div>How visualization & insights</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs through the press</div> <div>Signs through the healthcare</div> <div>Signs through the group</div>	<div>Signs</div> <div>Signs and results</div> <div>Feedback</div>