

Customer experience journey map

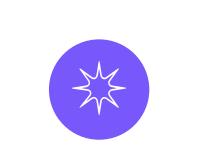
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO Browsing, booking, attending, and rating a local city tour

SYMPTOMS
how does the
pesron
aware of this
problem

Shortness of breath

Chest pain or tightness

Weakness or fatigue (feeling very tired)

Anxiety

What Causes Arrhythmia?

Heart disease

Strong

emotions,

stress, or

surprise

Infection or fever

Things in your daily life like alcohol, tobacco, caffeine

Heart injury or changes such as reduced blood flow or stiff heart tissue

The wrong balance of electrolytes (such as sodium or potassium) in your blood

Cardiac catheterization.

Your doctor will insert a long,

thin tube, called a catheter, into a

blood vessel in your arm or leg.

They'll guide it to your heart with

help from a special X-ray

machine. Then, they'll inject dye

through the catheter to help

make X-ray videos of your heart

valves, coronary arteries, and

chambers.

Problems
with the
electrical
signals in
your heart

DIAGNOSIS

TREATMENTS

Echocardiogram.
This test uses
ultrasound to
check your heart
muscle and
valves.

valves.

* Adenosine (Adenocard)

* Atropine (Atropen)

* Beta-blockers

blockers

* Digoxin (Digitek,

Digox, Lanoxin)

Implantable loop recorder.

Your doctor puts this under your skin, where it constantly records your heart's electrical activity. It can send information to your doctor's office.

Pacemaker

This device sends small electrical

impulses to your heart muscle to keep a

generator, which houses the battery and

safe heart rate. It includes a pulse

a tiny computer, and wires that send

impulses to the heart muscle.

ELECTRICAL CARDIOVERSION

If drugs can't control an uneven heart rhythm (such as atrial fibrillation), you might need cardioversion. For this, doctors put you under and then send an electrical shock to your chest wall to trigger your heart's regular rhythm.

There are different kinds of stress tests. The goal is to check how much stress your heart can manage before having a rhythm problem or not getting enough blood. For the most common type of stress test, you'll walk on a treadmill or pedal a stationary bike while you get an EKG and have your heart rate and blood pressure

monitored.

Stress test.

VAGAL MANEUVERS

These techniques trigger your body to relax by affecting your vagus nerve, which helps control your heart rate.

Your doctor might tell you to:

Cough or gag

Hold your breath and bear down

(Valsalva maneuver)

Lie down

Put a cold, wet towel over your face

COMPLICATIONS

Without treatment, an uneven heart rhythm could cause dangerous problems such as:

Alzheimer's disease and dementia. These cognitive disorders may happen because your brain doesn't get enough blood over time.

Cardiac arrest. V-fib could cause your heart to stop.

Heart failure.
Your heart might
not pump as well
as it should after
repeated
arrhythmias.

Stroke. Blood that lingers in your atria can clot. If a clot travels to your brain, it may cause a stroke.

ARRHYTHEMIA PREVENTION

You can't always prevent arrhythmias.
Regular checkups with your doctor can help keep you from having more heart rhythm problems.

Eat a healthy diet.
Get plenty of fruits and vegetables, fish, and plant-based proteins.
Avoid saturated and trans fats.

Keep cholesterol and blood pressure

under control.

and blood Don't smoke.

Keep a healthy weight.

Exercise regularly.

Manage stress.

Limit alcohol

and caffeine.