

# CUSTOMER JOURNEY MAP

PERSONAL ASSITANCE FOR SENIORS WHO ARE SELF RELIANT

	AWARENESS	RESEARCH	CONSIDERATION	EVALUATION	SELECTION	ASSISTED LIVING
GOAL	Determine if it is time to find an assited living solution for my parents	Research to learn more about when assisted living makes sense (or not).	Gather info regarding multiple providers to help make an informed decision	Evaluate and select provider that best serves our needs (and circumstances)	Figure out the best way in which to pay for things and manage it over time.	That mom is well cared for, happy and content, and has made some friends
MINDSET	Indecision to Readiness	Confusion to Clarity	Frustration to Attacking It	Anxiety to Decisiveness	Nervousness to Satisfaction	Regret to Contentment
THINKING	<ul style="list-style-type: none"><li>My parents are definitely starting to have a difficult. time caring for themselves.</li><li>I really need to talk to someone who has recently gone through it themselves.</li><li>Am I doing this for the right reasons? Am I simply looking to free myself up from the burden.</li></ul>	<ul style="list-style-type: none"><li>There is a lot of info out there but it is scattered every where.</li><li>This has really been an education given so many options for senior living.</li><li>It's going to be important to find a place that can offer the right level of care both now and moving forward.</li></ul>	<ul style="list-style-type: none"><li>With Dad passing my mom is now on board with the idea.</li><li>Several facilities have had poor follow-up on the questions we asked.</li><li>Some of these facility websites are useless.</li><li>This blog post on tips for touring senior living facilities is really helpful.</li></ul>	<ul style="list-style-type: none"><li>I am not sure whether we can afford a place here in the city.</li><li>I didn't realize there would be such a long wait for certain places.</li><li>Visiting the different facilities, taking lots of pictures, meeting the staff sure helped in evaluating each facility.</li></ul>	<ul style="list-style-type: none"><li>The original pricing the facility gave us didn't include all these extra fees for special services.</li><li>This is even more complex than buying a home.</li><li>It's a good thing my Dad's life insurance is covering much of the) cost.</li></ul>	<ul style="list-style-type: none"><li>Mom seems to be doing all right, but, she sure misses Dad.</li><li>I need to figure out how to assess some of the recent reviews regarding problems with the staff, cleanliness of facility.</li><li>I am so glad we didn't settle for the otherfacility we considered</li></ul>
FEELING	<ul style="list-style-type: none"><li>Responsible. It's up to be given that I am the oldest child.</li><li>Unsure. My parents are not going to want to talk about it-they have lived in their home for over 20 years now.</li><li>Unprepared.Convincing my siblings is going to be just as difficult.</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed. There are just way too many things to know and understand.</li><li>Spent. There's not really a single place to find all the info you need.</li><li>Suspicious. It's hard to trust what they say on the website. It will be important to visit each facility and meet staff.</li></ul>	<ul style="list-style-type: none"><li>Worn out. It is really time-consuming checking out and visiting so many locations.</li><li>Disappointed. The facility we liked the best doesn't have an opening.</li><li>Alarmed. The staff at the last place we visited didn't seem to like their jobs.</li></ul>	<ul style="list-style-type: none"><li>Unsure. Not sure whether to wait for the place we really liked or take what's available.</li><li>Happy Mom's face really lit up when she saw the beautiful gardens there.</li><li>Frustrated. My siblings didn't help out at all and now they have all these questions for me.</li></ul>	<ul style="list-style-type: none"><li>Relieved. It is nice to know that her Medicare benefits will cover a lot of costs.</li><li>Happy. So glad we can afford some of the extra services for mom. Little Worried.</li><li>Relieved to have found a place but still a little worried it won't work out.</li></ul>	<ul style="list-style-type: none"><li>Hopeful. Mom sure needs to find that one best friend to share life with.</li><li>Worried. Mom seems to be sick more often since she moved in.</li><li>Thankful. Having her so close by has really been helpful making it easy to visit.</li></ul>

DONE BY - TEAM LEADER