



# 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.

Created in partnership with



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## Personal Assistance for seniors who are self reliant..

SCENARIO

An app or website will be created in that time and medicine to be taken will be updated in that database

Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

■ People: Who do they see or talk to?

■ Places: Where are they?

■ Things: What digital touchpoints or physical objects would they use?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



### Entice

How does someone initially become aware of this process?

Time and medicine Will be enter

Open the app/website

Select the time and medicine Details

Its easy for customer to set time

A Customer Navigates to the setting section of our app/website

The customer types the time and medicine details For their need

Reminder section of the Android App or website

Setting section of the Android App or website

Setting section of the Android App or website

Its help me to reminder

Help me to go to setting section

Help me to set correct time and medicine details

It gives comfort for a patient to take medicine

No need for care takers to remind

Elder people find difficult in using the app

Some customers will get confuse to set the time like A.M or P.M

Make the app user friendly manner

We can use this to create database for a hospital to maintain over all patient details



### Enter

What do people experience as they begin the process?

Easy to Use

Its easy to handle the device

Customers are feeling it is very easy to use

Customers want their devices or apps to be simple to use

Setting section of the Android App or website

Setting section of the Android App or website

Reminder helps me to feel confident while taking the medicine

Help me make sure i don't forget about setting time

App is secure because having password access

Use of multiple language is possible

If the customer didn't get notification it may lead to sever problem

Some people may enter wrong time and wrong medicine

Providing trendy reminder device which can be wearable.

If the medicine is going to end may be having an reminder before 2 days to consult the doctor



### Engage

In the core moments in the process, what happens?

Cost free

Schedule the requirements of the patient

Saves Time

Saves Money

Customers feel that it is cost free to use

Customers can able to manage and keep track of their schedules

They feel it saves time for taking care of elders and can go to work

It saves money which used for keeping caretakers for taking care of elders

It often interacts with Android app or website

It often interacts with Android app or website

It helps to track and uphold an appropriate schedule.

Help me to tell what to do next

It decreases medication dispensing errors and wrong dosages.

It has ability to share the medication information to third party for example family member or health care provider

If there is change in time zone during travelling it should have the ability to change accordingly

Some people will feel it difficult to Set up the app

They will get fear for taking the wrong medication

Provide a medicine bottles with labels by using colored tape etc...

Can be having an update of a customer health for each day



### Exit

What do people typically experience as the process finishes?

Leave the App

Writing And Submitting Review

They can close the app and use any other

The customer can write reviews about the app

"Leave a review" modal window within the profile in iOS app, or Android app

Help me to Leave the app with good experience

Help me spread the word about a app and feedback for one that was not so good

It uses an alarm cue to prompt users to take medication.

It used to organise your medication doses for a certain length of time.

Availability of a feature that rewards the patient when the medication is taken on schedule

People love the app having good rating

Availability of an option to alert other people about when to take their medication

Most of the customers will not believe it will work or not

Instead of trying this they can go for Physical medications methods

Using a plastic pillbox with dividers for each day's medicines.

Put your pillbox in a place where it will remind you to take your medicines.



### Extend

What happens after the experience is over?

Personalized suggestions

Personalized recommendation

They are able to provide suggestions to others about this app

They can recommend this app to others

Recommendations span across iOS app, or Android app

Help me to see the ways o enhance the app

Using this system can take medicine easily and regularly

It is helpful to use this sytem

Its exciting to look at options to get reminder using voice commands

Some customers feel productive by doing this

They feel that it may not provide security of the person details

They may feel frustrated if they don't understand how to set the time and medicine details

Marking your daily doses on a paper calendar at home, in your computer or even in your little black book

Keep an up-to-date list of your medication names, strengths, doses, and number of remaining pills