

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

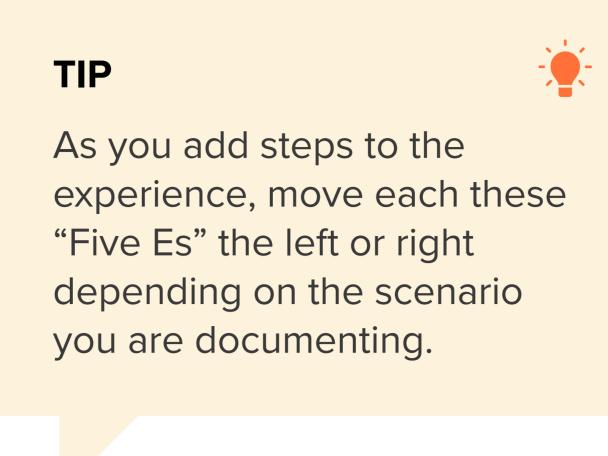






Document an existing experience

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.



| Browsing, booking, attending, and rating a local city tour | Entice How does someone initially become aware of this process? | Enter What do people experience as they begin the process? | Engage In the core moments in the process, what happens? | Exit What do people typically experience as the process finishes? | Extend What happens after the experience is over? |
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| Steps What does the person (or group) typically experience? | Doctor Suggestion Doctor can suggest on the existing systems and associated effects. Friend's review Word of mouth from people who have used it. | Self Reliance Happy life Makes them independent No Further risks due to proper mediaction | Users would be reminded about the medicines through alarms and reminders | Users would be aware of their medicines and also the stock available for each type. | Users will get satisfaction and hope that they could come out of this health condition |
| 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? | Users can use this application from anywhere at anytime This doesn't require interaction from another person it is self managed. They can monitor themselves through the mobile application | The medicines stock is updated in live time Medicines to be taken are reminded | Voice commands instructing about the medicines to be taken | Users will be be notified | Medicines will be taken regularly |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Helps me take medicines on time | Helps me to become independent and self reliant | Helps me to track my record of pills | Helps me to monitor my health record and manage it efficiently | Helps me to build confidence and improve my health. |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Exploring new and exciting process amidst their condition | Taking initiation to solve their problem gives them a sense of joy | Feels exciting as this one is different from the exisiting process. | Sense of satisfaction | Sense of accomplishment |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Sense of suspicion when starting something different from the existing one. | User might not be aware of using the application Process might take time if internet connection isn't stable | They might feel frustrating if they have a long prescription to enter into the application | If user's phone has no charge or he doesn't have phone this doesn't work | Even after reminding the correct medication the user doesn't take it |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Instill a sense of positivity and confidence from the very first | Improving user interface for easier navigation and to bring positivity | Include expert advice and telemedication Connecting with pharmacies to deliver medicines if they go out of stock | The application shouldn't be limited just as a reminder one but rather something that brings out happiness in life | Develop and customize application based on user's feedback |