




JOURNEY MAP

Modern Pharmacy Service - Mary Smith - Positive Service

Pre-Service







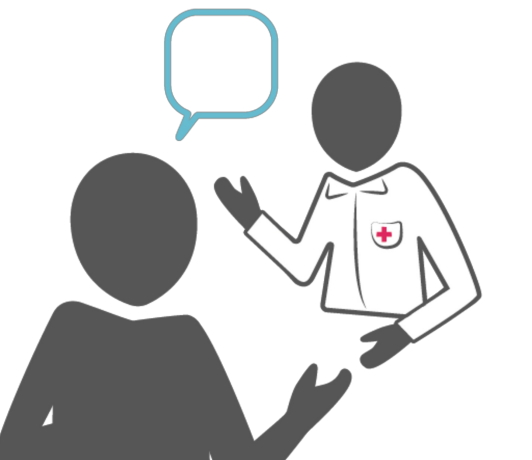


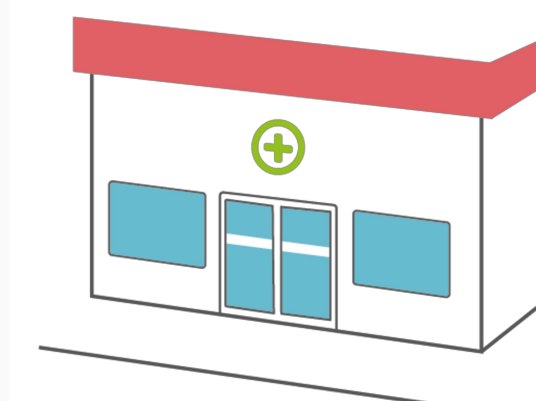
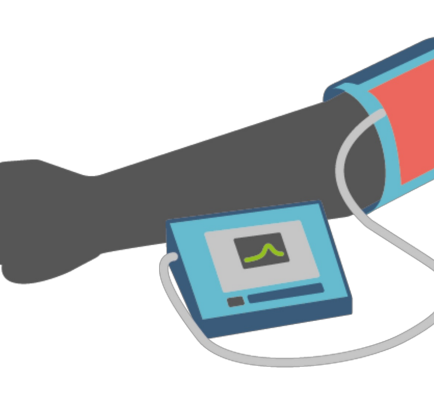
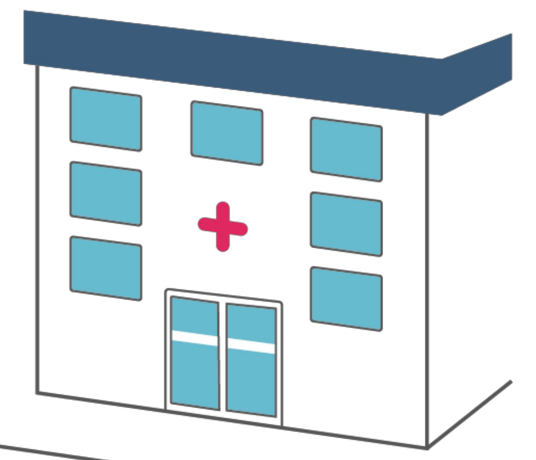


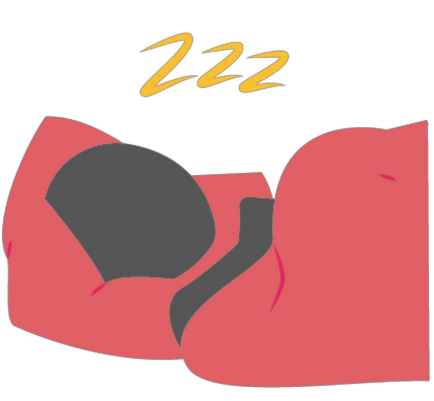
Service

Post-Service

 <div>Mary wakes up at 8:00</div>	<div>She takes some time to get prep...</div>	<div>She waits for her son that will ta...</div>	<div>While she waits for her call, she ...</div>	<div>The doctor evaluate her and pre...</div>	<div>After lunch her son take her to th.</div>	<div>She puts the paper in front of th...</div>	<div>After being asked if she prefers ...</div>	<div>She ends up picking the original ..</div>	<div>She pays with money, because I...</div>	<div>She receives a printed receipt th...</div>	<div>While waiting, she easily finds a ..</div>	<div>She picks up the medicine</div>	<div>Her son takes her home and she...</div>	<div>At dinner, she takes her pills pre...</div>
														
														

Mary Smith

MARY SMITH'S STORYBOARD



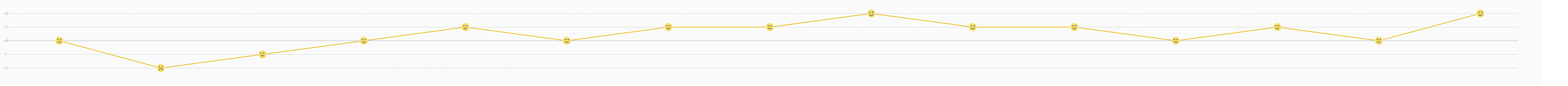
Mary Smith

MARY SMITH'S JOURNEY

Mary wakes up at 8:00	She takes some time to get prepared to her appointment since she has some mobility issues	She waits for her son that will take her to the hospital	While she waits for her call, she starts talking with some of the other patients	The doctor evaluate her and prescribes her a new medication for high blood pressure	After lunch her son take her to the pharmacy	She puts the paper in front of the QR Code Scanner and it is easily recognized	After being asked if she prefers generics, she asks for the pharmacist help and opinion	She ends up picking the original drugs	She pays with money, because it is easier for her	She receives a printed receipt that also contains the number to collect the items	While waiting, she easily finds a free seat	She picks up the medicine	Her son takes her home and she starts doing some household chores	At dinner, she takes her pills prescribed by the doctor.
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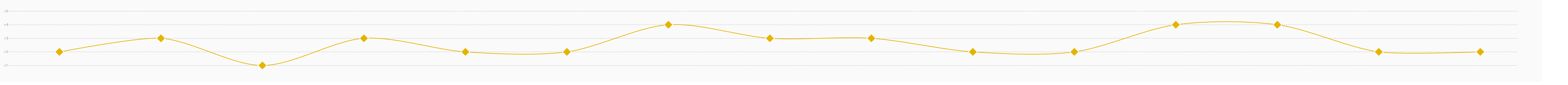
Mary Smith

MARY SMITH'S EMOTIONAL JOURNEY


















Mary Smith

MARY SMITH'S DRAMATIC ARC









Mary Smith / Sarah Gomez / Anne King

CHANNEL USAGE

Face-to-face				 	 			  	  			  		
Paper											 			

Mary Smith / Sarah Gomez / Anne King

BACKSTAGE LANE

QR Code Reader							  Scans the prescription							
Money										  Payment				
Robot												  Get medicine and update status		