

Customer Journey Map

Use Case: Smith is planning for new baby and he wants to take care of his wife and regular checkup with doctor.



Smith
Employee



Patient Goals



Emotional State



Touch Points

Research

- Want to have a healthy baby.
- Know about risk of miscarriage during pregnancy.
- Doctor suggestion to stay healthy.
- Doctor should be more communicative.



Nervous, in pain

- Learn about birth care.
- Know about high risk.
- Read tips on maintaining the healthy pregnancy.
- Pregnancy magazine.

Research Healthcare Facilities

- After hours availability
- Have x-ray.
- Cost of Doctor visit.
- Determine expertise.
- Determine convenience



Nervous, in pain

- Healthcare websites
- Emergency contact
- Social media

Schedule an Appointment

- Book online
- Find a convenient time



Committed

- Online Appointment system
- Email/text confirmation
- Reminder
- Healthcare websites

Care

- Doctor advice
- Receive prescription
- Next checkup date
- Medical attention
- Positive advice



Worried,
Excited

- Check-in/waiting room
- Clinic visit
- Doctor consultation
- Interaction with receptionist

