Project Design Phase

Customer Journey Map for "Book A Doc"

Field	Details		
Date	10 April 2025		
Team ID	SWTID1743701170		
Project Name	Book A Doc		

Customer Journey Map Overview

Aspect	Details
Purpose	To map the Patient's experience with "Book A Doc," identifying touchpoints, actions, emotions, and pain points to optimize the booking process.
User Persona	Patient (e.g., John, 35, needs a doctor appointment for a check-up).
Scope	Covers the journey from awareness to post-appointment follow-up, focusing on key interactions with the system.

Customer Journey Map

Stage	Actions	Touchpoints	Emotions	Pain Points	Opportunities
Awareness	Hears about "Book A Doc" or searches for doctors online.	Google search, friend's recommendation, website	Curious, hopeful	Unclear if service is trustworthy.	Add testimonials and SEO optimization.
Consideration	Visits website, n explores doctor profiles.	homepage, doctor	Interested, cautious	Slow page load or limited doctor info.	Optimize load time, enrich profiles.
Registration	Signs up with email and password.	Registration form, confirmation email	Excited, slightly anxious	Complex form or no email received.	Simplify form, ensure email delivery.
Booking	Logs in, searches for a doctor, selects a slot.	Login page, booking form, dashboard	Focused, eager	Unavailable slots or confusing UI.	Show real-time availability, clear UI.
Payment	Pays for appointment via Stripe.	Payment form, Stripe gateway	Anxious, relieved (if successful)	Payment failure or unclear errors.	Add retry logic, clear error messages.

Stage	Actions	Touchpoints	Emotions	Pain Points	Opportunities
Confirmation	Receives booking confirmation and email.	Email, dashboard notification	Relieved, satisfied	Delayed or missing confirmation.	Ensure instant notifications.
Appointment	Attends appointment (assumed successful).	Doctor's office (offline)	Calm, expectant	Miscommunication on slot details.	Send reminder emails/SMS.
Follow-up	Views appointment history, books another if needed.	Dashboard, booking history page	Satisfied, confident	Hard to find past appointments.	Improve history UI, suggest rebooking.

	Customer Journey Map: Book A Doc							
	Awareness	Consideration	Registration	Booking	Payment	Confirmation	Appointment	Follow-up
Actions	s need for medical att Searches for options online		Creates account Completes profile & health history	Searches for doctors Filters by specialty, time & location Selects appointment	details Enters payment	t Receives booking confirmation Gets reminders before appointment	Attends appointment Consults with doctor Receives treatment plan a	materials
Touchpoints	Google Search Social Media Recommendations	Website Mobile App Doctor Reviews	Sign-up Form Verification Email Profile Setup	Search Interface Doctor Profiles Calendar View	Checkout Page Payment Gateway Insurance Validation	Confirmation Email SMS Reminders Dashboard	Doctor's Office Medical Staff Digital Records	Email Follow-up Patient Portal Feedback Survey
Emotions	Concerned	Curious/Unsure	Neutral	Satisfied	Cautious	Relieved	Calm	Appreciated
Pain Points	Too many options for healthcare providers	Hard to compare providers without standardization	Long forms Need to re-enter medical history	Limited available time slots	Unclear pricing Insurance coverage uncertainty	No easy way to add to personal calendar	Wait time at doctor's office	Inconsistent follow-up from providers
Opportunities	SEO optimization Targeted ads for symptoms	Transparent ratings & reviews system	Social login Import health data from other apps	Al-powered recommendations based on symptoms	Real-time insurance verification	Calendar		