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, explores doctor profiles.	Website homepage, doctor search page	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