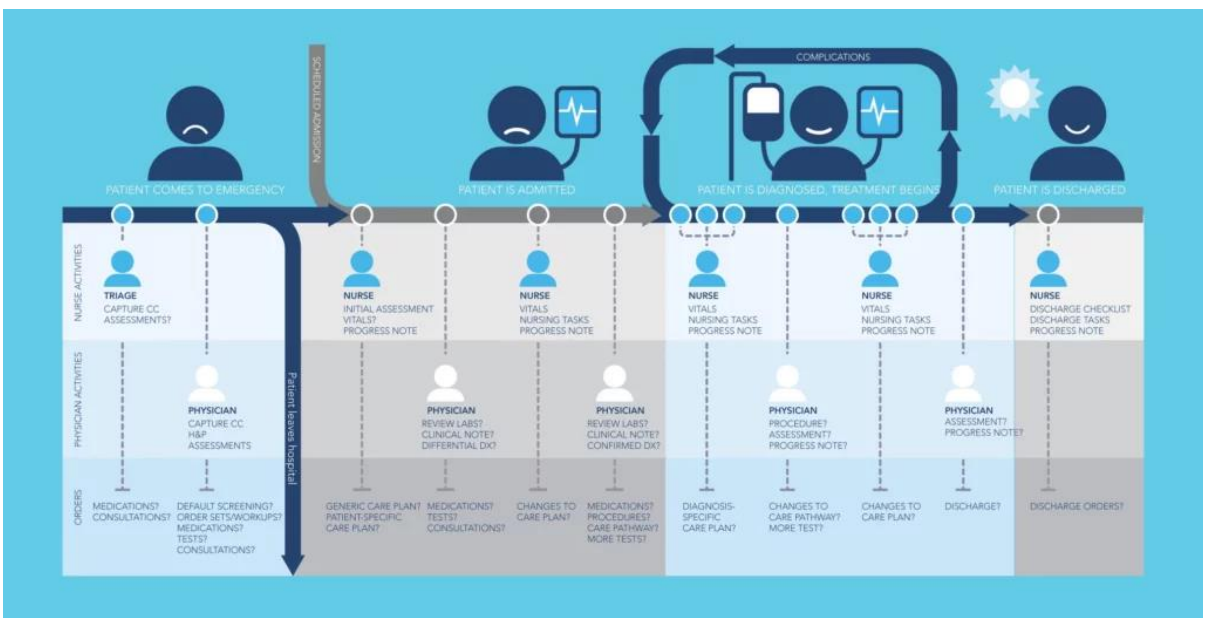
Determine The Requirements (Customer Journey Maps)

Team Id	NM2023TMID04410
Project Name	Project- Drug Traceability

Customer journey map:

A journey map provides a holistic and graphical overview of the various touch points a customer has with a product or service. It pinpoints potential user experience, security and reliability issues; in addition to identifying the factors at each touch point that may lead to a positive or negative experience. Journey maps help to minimize the odds of these issues occurring during design. They help software designers and their clients understand their user's experience at each step along the process and shift focus from operations to the user and explain the emotions behind each one of the actions they take.



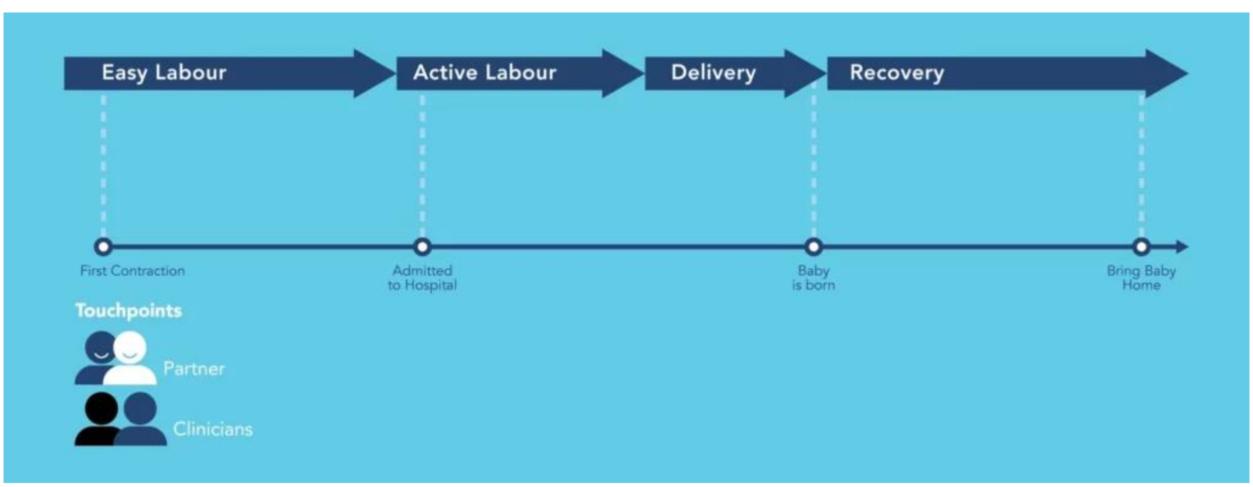
Four Steps to Building A Customer Journey Map:

As you might have guessed, customer journey maps are not a “thought experiment”. You shouldn’t rely on your memory or imagination alone. If you’ve reviewed the research dimensions and have a good sense of what you want to do, follow our four steps to building your customer journey map. These steps will help you pull together the research elements into a cohesive visual representation of your customers’ experience.

Step One: Map Your Initial Scenario:

The first step of a customer journey map is to set down the high- level processes a user goes through. These need to be fairly large chunks in the journey, to give you space to dig deeper into each section. Perhaps thinking of them as blocks in a flowchart, can help you break it down into the large sections required, then plot them on a large piece of paper, whiteboard, or use a modeling program. Also, consider at this point the high-level stakeholders that your customer interacts with on their journey. Plot these below and leave space for building on their touch points with the customer.

To help you visualize this, we’re going to work through the example of a woman undergoing doctor-assisted labor and delivery in a hospital.

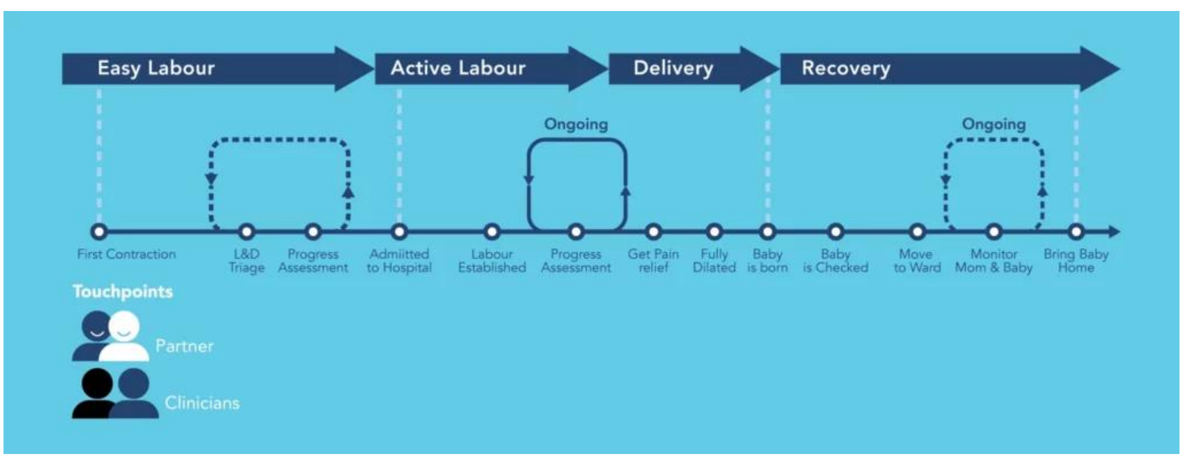


In this particular scenario, we will assume that it is an uncomplicated labor/delivery which is supported by her partner throughout and involves only a brief stay at hospital post-birth. In the initial map outline, we have drawn a timeline outlining some of the high-level stages of labor and associated events and activities. We've added in our key stakeholders (partner, clinicians) below and given space to add in further information about them and their relationship with the woman in labor throughout her journey.

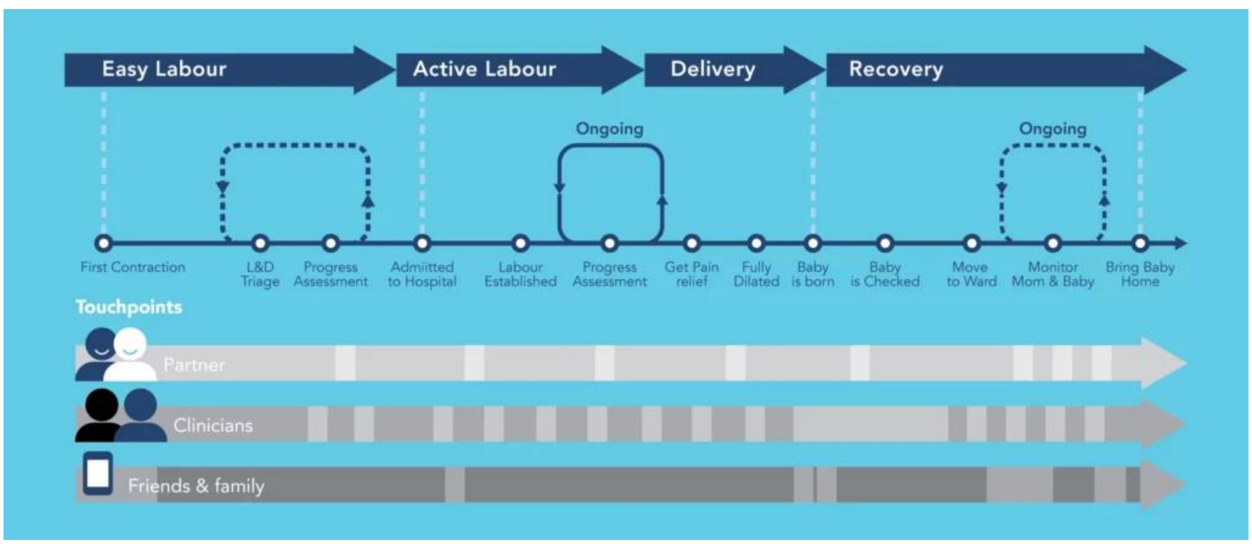
Once we have the high-level stages added, we're ready to delve into our research and understanding of the process.

Step Two: Add Qualitative Data:

Typically most designers and developers of applications have some initial understanding of how a user works their way through the application. They've either observed the scenario themselves or received documentation of the typical path a user takes from documentation or initial reporting. Adding in additional information from qualitative research, such as from an observational or contextual inquiry study, can give more points along the timeline and highlight some critical events.



As you can see we've added some repetitive loops into our map, showing that what we initially plotted as static activities on the map, actually can be highly repetitive steps. This can impact data collection, as you will have to allow for multiple recordings of the same data within your application. Observation exercises can also give us an idea of the touch points that our user has with a partner, clinicians, and friends and family. Above, we'd forgotten to add friends and family, but as we've moved through our research in the field, we've seen how their interactions impact the user. We've also decided to conduct interviews with our persona to gather more information on the emotional highs and lows they are experiencing and better incorporate their experience into our map.

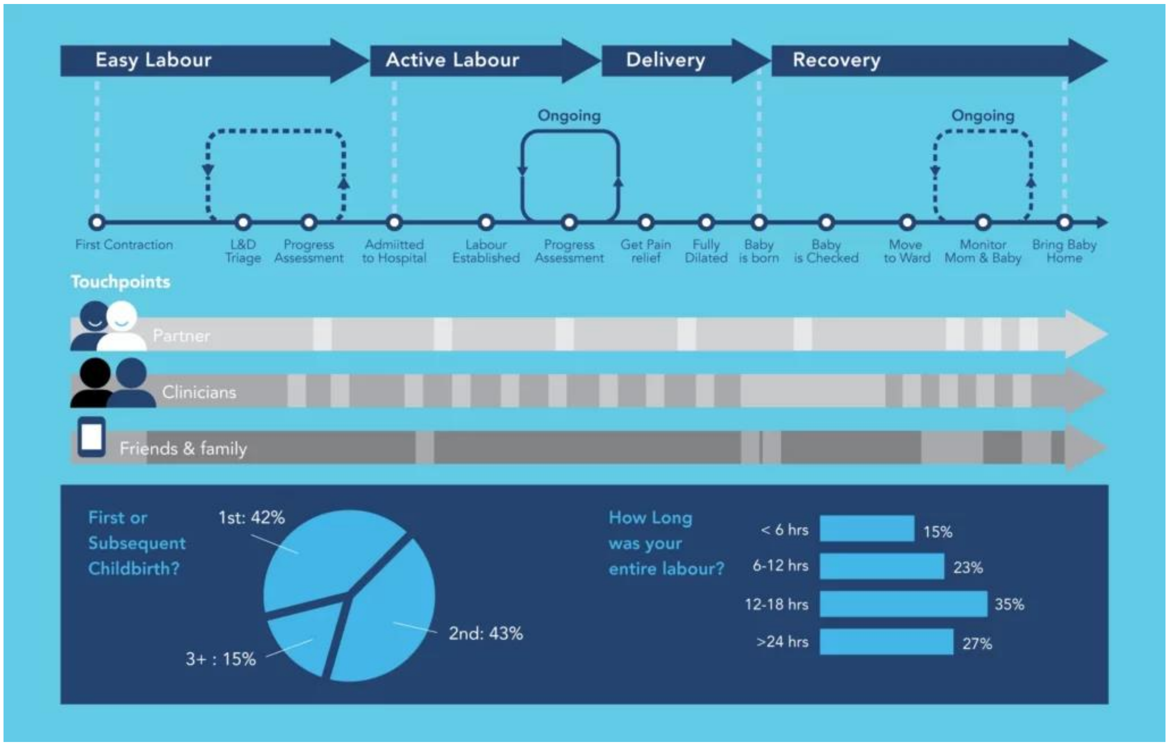


Once we’ve conducted our interviews, our additional research can be plotted. We’ve added friends and family and their touch points and colored the map to represent the user’s highs and lows. Typically pain levels are gauged at different intervals and they can provide good insight into what a woman is experiencing, these are mapped in grey.

Interviews can provide additional insights, such as adding the loop at the beginning to show how an expectant woman might be sent home from the hospital if her labor is not advanced enough. You can also get access to insights on her thoughts, questions, and opinions about her birth experiences. Because this research technique is semi-structured or unstructured it gives the interviewer the opportunity to probe for additional information that may be relevant. This can help you refine your phases and milestones.

Step Three: Add Quantitative Data:

Quantitative research is great for adding in relevant supporting statistics and analytical data, also, it allows you to move past one or two observations/interviews and conduct broader research to get a sense of how the experience of your persona translates on a larger scale.



At this point, we've added some related survey statistics to the bottom of our map – e.g. how many children the mother has had.

Step Four: Final Review and Clean Up:

Once you have conducted all of your research and fleshed out your map with the relevant details and information, you may find that the map is overwhelming and not really highlighting a particular solution. It may look nothing like ours. Particularly if your journey map has a large number of touch points, it becomes hard to highlight every touch point on the map. The map can become too cluttered and lose focus and meaning.