Experience Map

Story Headline - User liked the product and its applicability; room to work more on providing sooner appointments with real-time changes made to the system; features like prescription reminders and keeping track of medical records were lauded.

26 year old
Female
UW student
Moved to the US in Sept 2021

	Phase - Scheduling Appointments	Phase - Reviewing healthcare information	Phase - Vaccinations due	Phase - Prescription refilled	Phase- Payment
User Actions (Activities)	Log in to MyChart -> Go to Schedule appointment -> Look for available slots -> Book appointment -> Get confirmation notification	Log in to MyChart -> go to Test Results -> Access and check details of any test	Log in to MyChart -> Vaccinations due pop-up on home screen -> Click to access details	Log in to MyChart -> Go to Medications -> Check prescription/ request refill	Log in to MyChart -> Menu -> Billing Summary/ Estimates
Touchpoints (Interaction Points)	MyChart Mobile application	MyChart Mobile application/ web application	MyChart Mobile application/ Email notifications	MyChart Mobile application/ web application	MyChart Mobile application/ web application
Sentiments (Thought Bubbles)	'Satisfactory', 'Easy to use', 'Could be better', 'Prefer to call and book'	'Very happy','Descriptive', 'Detailed feedback from Doctor', 'Great UI', 'Real-time updates available'	'Preventative measure','Notifications on app is preferred over email updates', 'App notifications would indicate health-related reminder'	'Informative', 'Regular updates about medicines due', 'Good feature', 'Frequency of reminder preference is dependent on kind of medicine'	'Payment was smooth', 'Option to split payments is a great addition', 'Final amount/insurance related changes a bit-confusing'
Emotions (Mood Meter)	DELIGHTED / NEUTRAL / FRUSTRATED				
Possible Solutions (Opportunities to improve the experience)	'Need preference for emergency appointment scheduling'; 'Should show more real-time availability of appointments(if any cancellations exist)'; 'Would like having a person to help expedite the process'	'Can work on UI'	'Would like monthly reminders'; 'Would not want frequent notifications'	'Would like preference according to medicine related to critical complications over regular refills required'; 'Would prefer frequent notifications/reminders'	'Would like to have clear cost breakdown with copay'; 'Final amount to be displayed instead of updating amount due to insurance'

Aayushi Gandhi