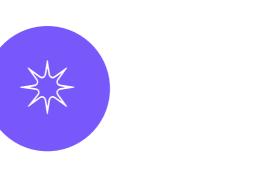


# Customer experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

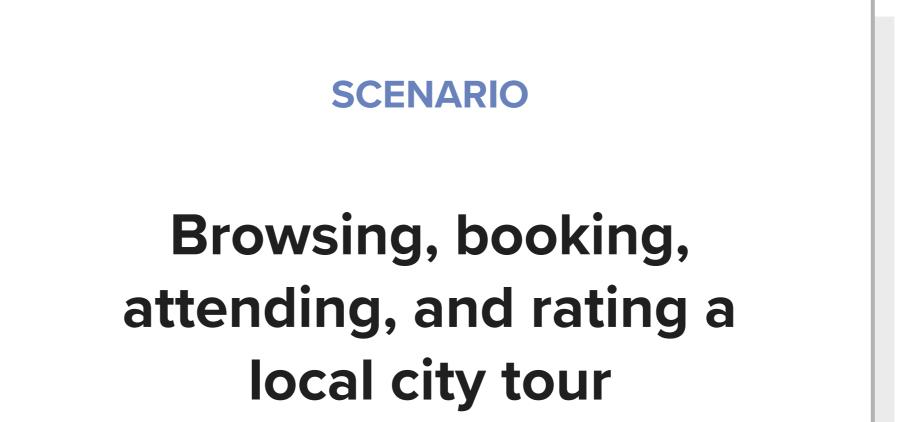
Created in partnership with

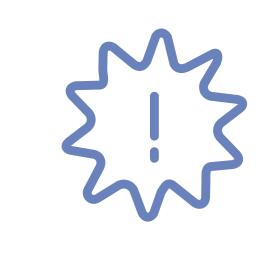
Product School



#### Document an existing experience

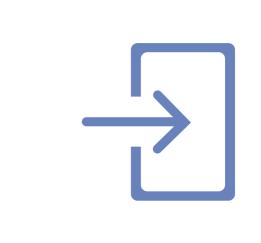
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.





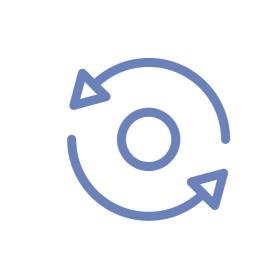
### Entice

How does someone initially become aware of this process?



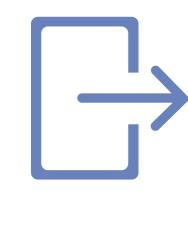
## Enter

What do people experience as they begin the process?



### Engage

In the core moments in the process, what happens?

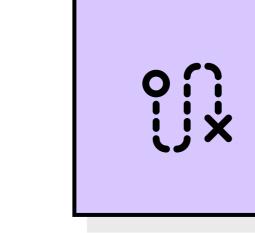


What do people typically experience as the process finishes?



#### Extend

What happens after the experience is over?



#### Steps

typically experience?

something.

tracked in the

blockchain.

cause tens of thousands

must adapt to accurately record information on the blockchain.

information about the movement

serialization ensures that every product is individually traceable.

in the blockchain ledger.

verify regulatory

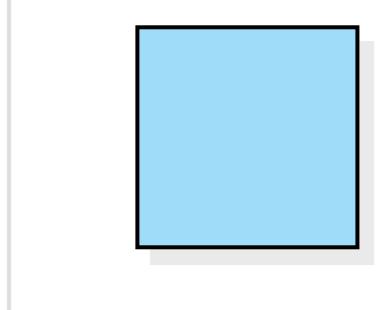
compliance, and

perform other

patient well-being.

delivered to consumers with a

consumers can use of products.



#### Interactions

What interactions do they have at each step along the way?

Places: Where are they?

■ People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

of the drugs they receive.

track the history of

specific batches.

stakeholders can quickly pinpoint

the product's unique identifier and associated

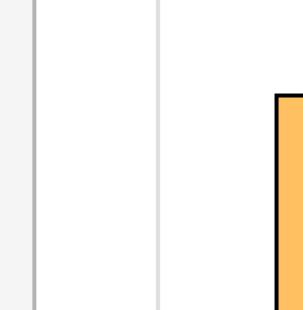
predefined functions. information.

drug traceability process are typically maintained for compliance,

insights can inform decision-making and future strategies.

adapt the blockchain evolving needs and expectations.

use the technology to verify the authenticity of products.



#### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…") aintaining compliance with regulations.

may require organizational

can verify the

the system helps

maintain a

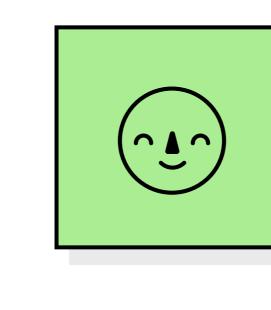
omprehensive aud

complete traceability record.

step empowers consumers to verify the legitimacy of the Sales transactions retailers have adhered purchase the products.

and regulatory requirements.

issues or challenges. to analyze the wealth



#### Positive moments

What steps does a typical person find enjoyable, productive, fun,

appreciate the precision and security of pharmaceuticals. need to consider

the trustworthiness of the blockchain system.

encryption and cryptographic techniques are used to protect the data.

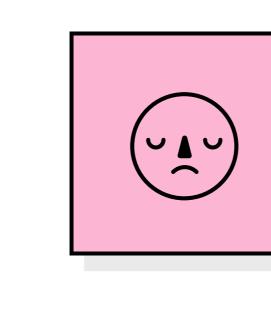
information can be used to improve supply chain efficiency and

complete is critical to maintaining the

products are

distributed to their intended destinations

used to refine and requirements and adapt the blockchain evolving needs



#### Negative moments

What steps does a typical person find frustrating, confusing, angering, education are often

Ensuring a smooth transition is a challenging

provide valuable insights.

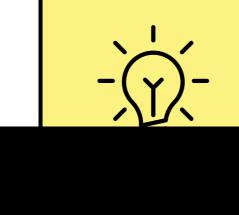
issues are addressed

to adapt to evolving regulations, and industry best practices.

is continuously updated as products

Data analysts may use the blockchain data to perform trend

education efforts continue to raise awareness



#### Areas of opportunity