

Customer Journey Map: Healthcare AI Assistant

SCENARIO: A person feeling unwell uses the AI assistant to understand their symptoms, then follows up with a doctor.

Phase 1: Entice & Enter					
	1. Experiences a Health Trigger	2. Searches for Information	3. Discovers & Visits the App	4. Selects a Function	5. Submits a Query
Steps	Person feels unwell with a headache and fever.	Opens a search engine like Google.	Finds and navigates to the "Healthcare AI Assistant" webpage.	Clicks on the "Symptom Checker" card from the clear options.	Types symptoms into the textarea and clicks "Analyze".
Interactions	Places: At home. Things: Laptop/Phone.	Things: Google search page, links to WebMD.	Things: The AI assistant's professional homepage.	Things: The three-card UI.	Things: Textarea, "Analyze" button.
Goals & Motivations	Help me understand what's wrong with me.	Help me avoid scary and confusing websites.	Help me find a simple and trustworthy source.	Help me choose the right tool for my problem.	Help me get a clear answer quickly.
Positive Moments			The website looks clean, professional, and less intimidating.	The three options are clear and easy to understand.	
Negative Moments	Feeling anxious and uncertain about their health.	Search results are alarming and full of complex jargon.			A moment of hesitation: "Will this actually be helpful?"
Areas of Opportunity		How might we make our site rank high for "safe symptom checker"?	How might we instantly build trust with a clear mission statement?		

Phase 2: Engage & Exit					
	6. Receives AI Analysis	7. Understands the Information	8. Feels Reassured & Empowered	9. Decides on Next Steps	10. Closes the Application
Steps	The page reloads, displaying the AI's response in a card.	User reads the structured, plain-language summary.	User sees the potential causes are common and not life-threatening.	Based on the AI's advice, user decides to book a doctor's appointment.	User closes the browser tab, having completed their research.
Interactions	Things: AI Response card on the webpage.	Things: Bulleted list of potential conditions.	People: Internal emotional reaction.	Things: Phone/computer to book appointment.	Things: "Close tab" button.
Goals & Motivations	Help me understand the output without a dictionary.	Help me connect my symptoms to the causes.	Help me feel less anxious about my health.	Help me feel confident about what to do next.	Help me feel my problem is resolved for now.
Positive Moments	The response is well-formatted and easy to read.	The AI's explanation is clear and avoids complex terms.	A feeling of relief that the likely causes are manageable.	Feeling prepared and confident for their doctor's visit.	
Negative Moments				A brief worry about the cost of a doctor's visit.	
Areas of Opportunity	How might we make the response easier to scan with highlights?			How might we offer a "Prepare for your doctor's visit" summary?	

Phase 3: Extend				
	11. Visits the Doctor	12. Receives a Prescription	13. Uses the App Again	14. Spreads the Word
Steps	User has an informed conversation with their doctor.	Doctor diagnoses a common infection and provides a prescription.	User returns to the AI Assistant to use the "Prescription Analysis" tool.	User tells a friend or family member about the helpful website.
Interactions	People: Their doctor. Places: Clinic.	Things: Prescription slip.	Things: The AI Assistant website.	People: Friends, family.
Goals & Motivations	Help me use my knowledge to ask good questions.	Help me understand this new medication.	Help me confirm my understanding of the dosage.	Help me share this useful tool with others.
Positive Moments	The doctor is impressed with the user's informed questions.		The AI perfectly summarizes the prescription, reinforcing trust in the app.	Their friend is grateful for the recommendation.
Negative Moments				
Areas of Opportunity			How might we let users save their past queries in an account?	How might we make the app easy to share via a link?