

JORNADA DE USUÁRIO

Prof. Dr. Leonardo Souza de Lima

JORNADA DE USUÁRIO

Ferramenta para identificar todos os pontos de contato de um usuário ao realizar uma atividade.

Young Families Segment



The **Young Families Segment** is primarily made up of 25-35-year-olds with 1 or 2 children. With their busy lives, they rely heavily on the Internet to do their research, whether through their computer, tablets, or smartphones. They primarily talk to friends and family (especially other young parents) to make decisions.

Access to their children's pediatrician is the makeor-break criterion for a health plan. Once that is known, premium and wellness options are also important, as are an easy-to-use website.



"I would have liked Frequently Asked Questions or would like to talk to an online person. I'm not a paper person so did everything online." – Young Families Customer

"The only problem is there are so many choices. I'm not sure if that makes it easy or hard. It was overwhelming - difficult because there is a lot to think about and I felt it was hard to figure out what was best." - Young Families Non-Customer

Create your own Customer Experience Journey Map



Jim Tincher • 612-747-4021 • jim@HeartoftheCustomer.com

	Awareness		Rese	arch		Choice Red	duction	Purchase			
Phase	Duration: 1 week			Duration:	2-3 weeks		Duration: 1	week	Duration: 1 day		
Goal	Your consumers begin by just lea	rning	At this stage, cons	umers are con	ducting research	to expand the	At this point, the cons	umers have the	The final decision is made,		
	about the health plan options. Th	consideration set.	While some o	hoice reduction h	appens along	criteria set and has mo	and the purchase process				
	goal at this stage is to understand	the way, the primary goal is to broaden the consideration set				discovery phase. Now	, they focus on	completed.			
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Employer Site	-sponsored meeting this step, but follow		dual consumers skip he same process.		continues, Young bers review the he expanded		this narrowed-down list o providers to review wheth doctor is in network, and	ner their to get a	•		
Health Insurer				consideration	set.		feel for the overall websit	e.	/		
Site				0				j			
	The shopping process begins at the health insurance company										
Google, Third-	site—learning more about the plan and its benefits. If there are		•			•					
Party Sites	plans from multiple companies,	Consum	ners use Google to resea	arch			nembers search for				
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Family			ffered by the employer		u to get reedback.	comparisons. At	this moment of truth	understand	the quality of service		
Print Media	(The Young Families segment does not use Print Media extensively)					the list is reduce	a to 2-3 providers.			uth is	
Legend	Touch point (Are	a of intera	oction)			Moment	of Truth (Critical Interaction	n)			
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Satisfaction	8.2		8.4	7.4	7.5			8.4	7.5 7.7	7.4	
with	6.2			6.3 7.4		6.1	6.2 7.2		7.2	7.4	
Touch Point	9 5				5.4					9 4	
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Legend	Bright Spot (High Satisfaction are	ea to prom	note) 🚫 Ho	ot Spot (Importa	nce significantly hig	her than Satisfaction	on) Over-Inv	ested (Satisfaction sign	ificantly higher than Ir	mportance)	
Level of Effort	About the Effort I	2.0				4.0	Slightly More Effort		Far Less Effort	4.0	
(Customer Effort Score)	Expected	2.9	Far More Effort t	than I Expect	ed	4.3	than I Expected	3./	than I Expected	1.6	
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JORNADA DE USUÁRIO

Atividades podem ser analisadas como se fosse uma jornada: um trajeto que o usuário segue para realizar algo, passo a passo.

Apresenta detalhes das expectativas, emoções, sofrimentos e realizações do usuário.





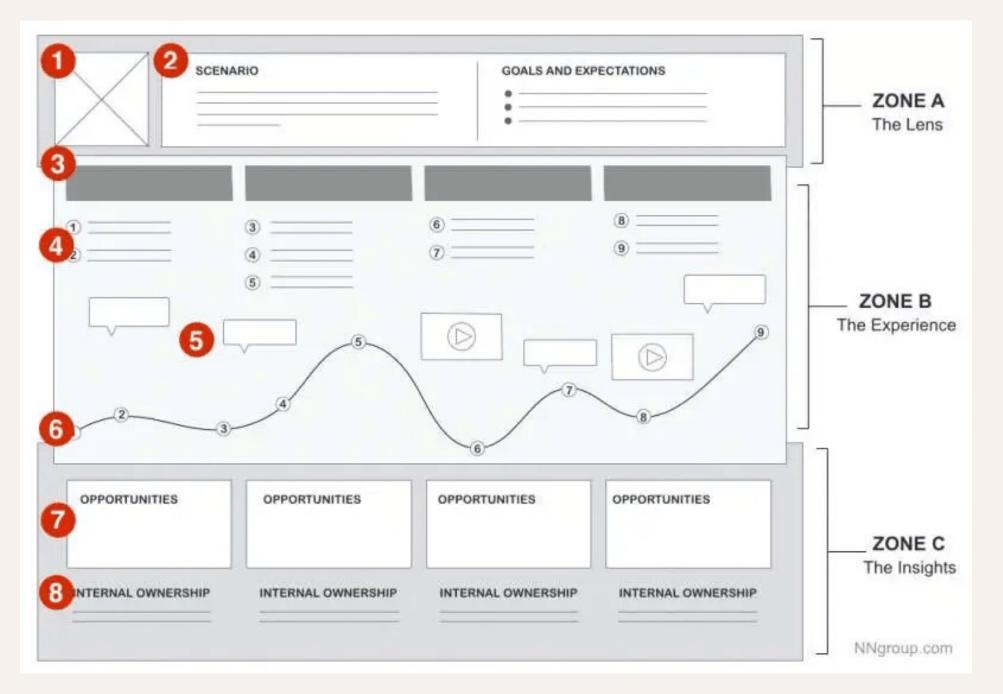
A jornada permite visualizar como está a interação do usuário em todos os pontos de contato com um produto ou um serviço.

Muito importante para produtos estruturados como sistemas. A falha em um nó dessa jornada pode comprometer a experiência como um todo.

ESTRUTURA DE UMA JORNADA DE USUÁRIO

Geralmente o mapa terá essa estrutura:

- Linha horizontal superior com os passos do usuário antes durante e depois da atividade;
- 2. Coluna vertical com os canais e pontos de contato;
- 3. Linha horizontal inferior que representa as emoções do usuário;
- 4. Oportunidades de melhorias;



- (1) Persona
- (2) Cenário
- (3) Fases da Jornada
- (4) Ações
- (5) Pensamentos
- (6) Sentimentos
- (7) Oportunidades
- (8) Responsáveis

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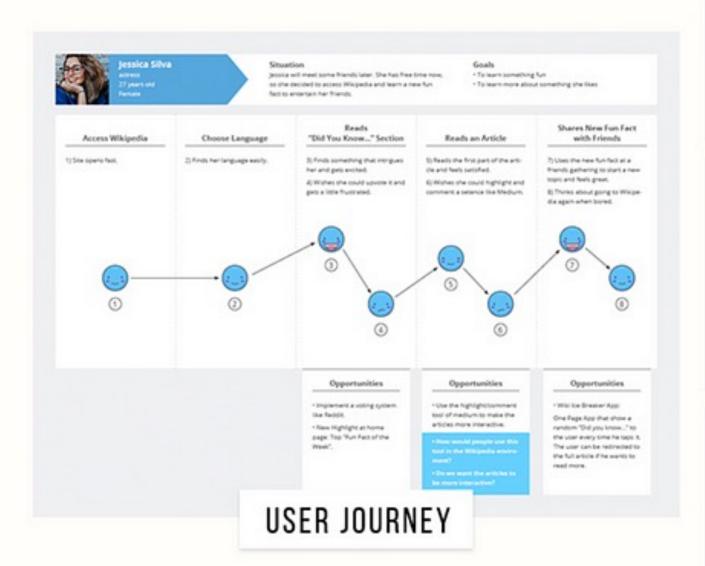


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MAPA DA EXPERIÊNCIA (PACIENC)

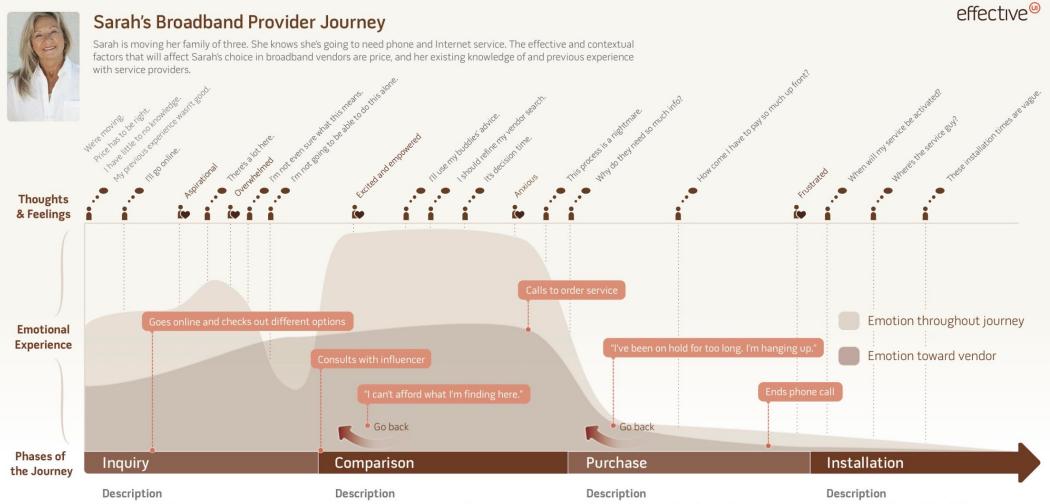
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The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations

Use IP location services to geo-locate customers — removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification — waiting on service installation and activation.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand. The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

CRIE UM MAPA DE JORNADA DE USUÁRIO

Sugestão: Template Figma ou

Miro

