## User Journey map of ageing, degenerative hearing loss user Getting a hearing aid on the NHS Converting to the private sector Purchases additional Wireless TV Begins to use subtitles when Getting used to wearing the hearing Gets daughter to help do some Listeners, hoping these will be watching tv, and realises this Main trigger: Wife and family Struggles to hear everyday things as GP sends me to have a free hearing Actions aids: Adjusting the technical Waits to get a hearing aid research online to have a look into comfier to wear when watching telly much as before eg: the telly, high extends to wider contexts eg ontinuously advise me to seek help test but have to wait a couple of which is programmed requency to match current hearing other hearing loss products as well as more domes and wax with their hearing loss, reading the information board in weeks for an appointment frequency/pitch voices specifically to the right type and also comfort of them guards noisy airports of hearing loss/frequency Feels worried for future social Thinks: The ease of getting the Thinks: there must be other Feels hombarded and hewildered by mobility - what if the hearing aid products delivered to the door and products/ways of doing things he range of aids to improve hearing Frustrated and confused why does't work? what if my hearing not faffing with appointments may Thoughts and feelings Unconvinced my hearing is bad which can help with hearing loss - and a huge range of prices continues to deteriorate and I everyone seems to mumble, not be worth the price enough for help - reading Suddenly feels like a life-long become profoundly deaf? speak as clearly captions/subtitles ins't so bad Subconscious and underlying worry effecting and serious impairmen has grown over time "The way the information is put on "having a hearing aid is a complete Audiologist explains Hearing aids there makes the product features pain in the neck - feel very new hearing aid at the moment but struggle to pick up all seem like there is 'positives' but the ulnerable about having it - cannot would remember the website for frequencies - (research shows main thing is that hearing aids won't hear anything in certain the future some sounds can be nicked up cure your hearing" environments (but better than not on the skin more quickly than having it)" before the information is transmitted to the brain) Goes to the hearing Thinks: What other products are Touchpoints Makes an on the market to help me? hospital to have an Hears from friends about HD - get Goes back to the doctors to appointment to automated and manual my daughter to help me look online Goes back to the audiologist as the get the hearing aid fitted the GP test based on volumes and hearing aids seem to quiet frequency - recieves an audiology report Lacking in digital confidence - May be able to purchase again after help environments with lots of environments (particularly new background noise ones) bother her again if struggled Painpoints route/service: multiple

Emotional experience

Key insights:

Leverage the opportunity of customers who may have an NHS hearing aid but have a need to buy other products to further support their hearing or their HA

Users are making a distress purchase: forced to buy it not because they want to but because they need to - (social stigma)

Degenerative hearing loss users may have lower digital confidence, worried about buying online but more worried about feeling vulnerable, not having social mobility/independence

Making the jump from NHS to private sector is overwhelming - no longer service element/seeing real person to assure you and drastic change to lots of product choice (unlike nhs)

-How to make this transition smoother?