

User Journey map of ageing, degenerative hearing loss user



Getting a hearing aid on the NHS



Converting to the private sector



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?