CareAnn User Journey Document

1. Care Seeker Journey

1.1. Initial Engagement

- **Touchpoint:** CareAnn Landing Page
- **Actions:**
    - User lands on the CareAnn website.
    - User sees options to find a caregiver or explore subscription plans.
    - User is presented with a search bar to start looking for caregivers.
- **Goals:**

    - Understand the services offered.
    - Quickly find and connect with suitable caregivers.

1.2. Sign Up/Log In

- **Touchpoint:** Sign Up/Log In Page
- **Actions:**

    - User decides to create an account by clicking on the "Sign Up" button.
    - User provides necessary details (email, name, password) or logs in if they already have an account.
    - User receives a confirmation email to verify the account.

- **Goals:**

    - Create a secure and personalized account.
    - Access the full features of the platform.

1.3. Profile Setup

- **Touchpoint:** Care Seeker Dashboard
- **Actions:**

    - User sets up their profile by entering personal details, care needs, location, and health status (including allergies).
    - User saves the profile and is redirected to the dashboard.

- **Goals:**

  - Provide relevant information to connect with the right caregivers.

1.4. Searching for Caregivers

- **Touchpoint:** Search & Filtering Interface
- **Actions:**

  - User uses the search bar and filtering options to find caregivers based on location, service type, availability, experience, and ratings.
  - User views search results in a list or grid view.
  - User clicks on caregiver profiles to view more details.

- **Goals:**

  - Identify potential caregivers who meet specific criteria.

1.5. Posting a Job

- **Touchpoint:** Job Posting Interface
- **Actions:**

  - User clicks on "Post a Job" from the dashboard.
  - User fills out the job posting form with details like care type, schedule, payment terms, and specific health requirements.
  - User publishes the job, making it visible to caregivers.

- **Goals:**

  - Attract caregivers to apply for the specific care needs.

1.6. Communicating with Caregivers

- **Touchpoint:** Messaging System
- **Actions:**

  - User receives messages from interested caregivers.
  - User engages in secure, real-time chat to discuss details and finalize arrangements.

- **Goals:**

    o Ensure clear communication and agreement with caregivers.

1.7. Managing Payments

- **Touchpoint:** Payment Processing Interface
- **Actions:**

    o User selects a payment plan (daily, weekly, or monthly).
    o User completes the payment through the secure gateway.
    o User receives confirmation and can view payment history in the dashboard.

- **Goals:**

    o Securely pay for caregiving services according to the chosen plan.

1.8. Rating and Reviewing Caregivers

- **Touchpoint:** Rating & Review System
- **Actions:**

    o After the service is completed, the user rates the caregiver and leaves a review.
    o The review is published on the caregiver's profile.

- **Goals:**

    o Provide feedback to improve service quality and help future care seekers.

2. Caregiver Journey

2.1. Initial Engagement

- **Touchpoint:** CareAnn Landing Page
- **Actions:**

    o User visits the CareAnn website and clicks on "Become a Caregiver."
    o User views information about the benefits of joining the platform and available opportunities.

- **Goals:**

- o Understand the platform and how to get started as a caregiver.

2.2. Sign Up/Log In

- **Touchpoint:** Sign Up/Log In Page
- **Actions:**

  - o User signs up by providing personal and professional details (email, name, password).
  - o User confirms the account via an email verification link.

- **Goals:**

  - o Create a secure account to access the platform's features.

2.3. Profile Setup

- **Touchpoint:** Caregiver Dashboard
- **Actions:**

  - o User completes the profile with experience, certifications, availability, pay rate, and preferred payment plan (subscription or freelance).
  - o User uploads necessary documents and sets preferences (e.g., types of care, location).

- **Goals:**

  - o Present a professional and complete profile to attract care seekers.

2.4. Searching for Jobs

- **Touchpoint:** Job Search Interface
- **Actions:**

  - o User uses the search function to find relevant job postings based on location, care type, and pay rate.
  - o User reviews job details and decides whether to apply.

- **Goals:**

  - o Identify job opportunities that match the caregiver's expertise and preferences.

2.5. Applying for Jobs

- **Touchpoint:** Application Interface
- **Actions:**

    - User applies to job postings directly through the platform.
    - User can track application status and receive notifications about responses.

- **Goals:**

    - Secure caregiving jobs that fit the caregiver's schedule and skills.

2.6. Communicating with Care Seekers

- **Touchpoint:** Messaging System
- **Actions:**

    - User receives messages from care seekers and engages in secure, real-time conversations to discuss job details.
    - User finalizes arrangements and schedules care visits.

- **Goals:**

    - Establish clear communication and confirm caregiving jobs.

2.7. Managing Schedules

- **Touchpoint:** Calendar & Scheduling Interface
- **Actions:**

    - User updates their availability and sets reminders for upcoming caregiving tasks (e.g., administering medication).
    - User provides updates on the care recipient's condition through the dashboard.

- **Goals:**

    - Maintain an organized schedule and keep care seekers informed.

2.8. Receiving Payments

- **Touchpoint:** Payment Management Interface
- **Actions:**

- o User tracks payments received from care seekers.
- o User manages invoices and views earnings reports.

- **Goals:**

  - o Ensure timely and accurate payment for services rendered.

2.9. Managing Ratings & Reviews

- **Touchpoint:** Rating & Review System
- **Actions:**

  - o User views ratings and reviews left by care seekers.
  - o User responds to feedback, if necessary.

- **Goals:**

  - o Build a positive reputation and improve service quality based on feedback.

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3. Admin Journey

3.1. Initial Setup

- **Touchpoint:** Admin Dashboard
- **Actions:**

  - o Admin logs into the Admin Dashboard and accesses tools for managing users, content, and payments.

- **Goals:**

  - o Familiarize with the admin tools and set up platform monitoring.

3.2. User Management

- **Touchpoint:** User Management Interface
- **Actions:**

  - o Admin monitors care seeker and caregiver profiles, resolving disputes and enforcing policies.

- o   Admin handles account verifications and manages user access.

- **Goals:**

    - o   Ensure a safe and compliant platform environment.

3.3. Content Moderation

- **Touchpoint:** Content Moderation Interface
- **Actions:**

    - o   Admin reviews and moderates job postings, caregiver profiles, and user-generated content like ratings and reviews.
    - o   Admin removes inappropriate content and issues warnings if necessary.

- **Goals:**

    - o   Maintain quality and integrity of content on the platform.

3.4. Payment Oversight

- **Touchpoint:** Payment Processing Interface
- **Actions:**

    - o   Admin oversees payment transactions, ensuring secure and timely processing between care seekers and caregivers.
    - o   Admin manages platform fees and handles payment disputes.

- **Goals:**

    - o   Ensure reliable and transparent payment operations.

3.5. Analytics & Reporting

- **Touchpoint:** Analytics Dashboard
- **Actions:**

    - o   Admin accesses platform analytics to track user activity, job postings, and transaction volumes.
    - o   Admin generates reports to assess platform performance and identify areas for improvement.

- **Goals:**

- o Monitor platform health and guide strategic decisions.

3.6. Support & Assistance

- **Touchpoint:** Support Ticketing System
- **Actions:**

    - o Admin manages support tickets, responding to queries and resolving issues raised by care seekers and caregivers.
    - o Admin provides assistance with account setup, payments, and other technical issues.

- **Goals:**

    - o Provide responsive and effective user support.

3.7. Compliance & Security

- **Touchpoint:** Compliance & Security Interface
- **Actions:**

    - o Admin ensures that the platform adheres to legal and security standards, including data protection and payment security.
    - o Admin monitors for security breaches and implements necessary measures to protect user data.

- **Goals:**

    - o Maintain platform security and legal compliance.