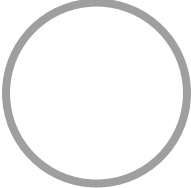# N N/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA

Cindy

SCENARIO

Cindy's son has eczema the morning she wakes up

USER EXPECTATIONS

keep her son healthy

and try to balance work and family.

PHASE 1	PHASE 2	PHASE 3	PHASE 4
DISCOVER	RESEARCH	CHOOSE	SOLUTION
DOING			
Wakes up and finds out her son has eczema	Visits the website and uses the Symptom Checker to find any solutions	Makes the earliest appointment with an online pediatrician	Talks to a physician and gives medication to her son
THINKING			
"Did he eat something wrong?"	"I hate reading the long articles in the morning" "What do all these medical terms mean?"	"It's so convenient to have a pediatrician who speaks my language"	"I guess I can focus on my work now"
SAYING			
"What happens to my baby's face?"	"I hope the website can show me what to do"	"So lucky, I can talk a doctor before I get to work"	"Thanks to the online service, I don't need wate time at the clinic"

INSIGHTS   **INTERNAL OWNERSHIP**

Cindy wants a health-site that provides accurate and professional advice on her son's health   ------------- > UI/UX department

The Symptom Checker is a key feature of the website, and it would be very helpful if it works well for the users   --------> IT department

It would be great to offer video meeting for patients to talk to a physician, and offer same day appointment if it's   --------> IT & HR departments to schedule physicians to diagnose and treat health issues online