

N/g CUSTOMER JOURNEY MAP TEMPLATE

<div><div></div><div>PERSONA</div><div>Cindy</div></div>	<div>SCENARIO</div> <div>Cindy's son has eczema the morning she wakes up</div>	<div>USER EXPECTATIONS</div> <div>keep her son healthy</div> <div>and try to balance work and family.</div>	
<div>PHASE 1</div> <div>DISCOVER</div>	<div>PHASE 2</div> <div>RESEARCH</div>	<div>PHASE 3</div> <div>CHOOSE</div>	<div>PHASE 4</div> <div>SOLUTION</div>
<div>DOING</div> <div>Wakes up and finds out her son has eczema</div>	<div>Visits the website and uses the Symptom Checker to find any solutions</div>	<div>Makes the earliest appointment with an online pediatrician</div>	<div>Talks to a physician and gives medication to her son</div>
<div>THINKING</div> <div>"Did he eat something wrong?"</div>	<div>"I hate reading the long articles in the morning"</div> <div>"What do all these medical terms mean?"</div>	<div>"It's so convenient to have a pediatrician who speaks my language"</div>	<div>"I guess I can focus on my work now"</div>
<div>SAYING</div> <div>"What happens to my baby's face?"</div>	<div>"I hope the website can show me what to do"</div>	<div>"So lucky, I can talk a doctor before I get to work"</div>	<div>"Thanks to the online service, I don't need wate time at the clinic"</div>
<div><div>INSIGHTS</div><div>Cindy wants a health-site that provides accurate and professional advice on her son's health</div><div>The Symptom Checker is a key feature of the website, and it would be very helpful if it works well for the users</div><div>It would be great to offer video meeting for patients to talk to a physician and offer same day appointment if it's urgent</div></div> <div><div>INTERNAL OWNERSHIP</div><div>> UI/UX department</div><div>> IT department</div><div>> IT & HR departments to schedule physicians to diagnose and treat health issues online</div></div>			