FlexiDoc

Customer Journey Map



Sarah Harper

Scenario Of Use
Sarah is a 28 year old woman living alone in an apartment in downtown Austin. She is a diagnosed agoraphobe, landing on the higher end of the spectrum. She has a secondary health condition that she frequently has to go to the doctor's for. She would like to schedule a check up for Wednesday at 3PM.

Age: 28

Occupation: Freelance Graphic Designer

Background: Sarah is an agoraphobewith an anxiety that tends to flare up whenever she has to leave the house, often holding her back from even making it out the door. She works from home, which suits her condition but limits social interaction and networking opportunities. She relies heavily on online shopping and delivery services for groceries and essentials, and uses video calls for socializing, but still feels isolated and struggles with loneliness.

Personality: Passive, Caring, Self-Reliant, Smartphone/Tech Savvy

Needs: Efficiency, Ease-of-Use, Flexibility

Goal: Schedule an appointment and bump it at her leisure in order to feel safe going outside.

Stages	Calendar	Search	Information	Booking	Bump
Actions	· Installs application · Selects patient mode · Logs in and views month at a glance	· Getting her bearings · Inputs name of doctor's office/line of work · Selects optimal choice based on her needs	· Is taken to info page · Clicks dropdown menu · Selects in-person visit, telehealth isn't effective, in-house visit is overkill	· Recognises a calendrical date selection system · Selects date with controls and is guided to time selection	· Feels unsafe around time of appointement · Clicks "Bump" button · Selects a new time · Pays reduced canelation fee
Thoughts	· "Do I have to create an account? Can I checkout as a guest?" · "What am I looking at?"	· "I just need a good cardiologist" · "What's the closest one to me?" · "This one!"	· "Not bad ratings!" · "I should be fine to go to their office in person."	· "This must be how I select my appointment days!" · "Ill start on Wednesday."	· "If I go outside today, everyone will watch me and something bad will happen..." · "I'll feel better tomorow."
User Experience					
Pain Points	· Immeadiately demands personal/medical information · Layout can be confusing for first time users	· "Bump Time" descriptor can be confusing for new users · Lack of ratings shown until next screen	· Overwhelming variation in information · Bump Time is still unclear to user at this time	· Text is rather small, and lowers the user's ability to unerstand what they're doing · Slows user down	· New time slots are limited · Fee can vary depending on which location was selected
Solutions	· Minimize required data needed from user · Implement descriptive language to guide first time users	· Reduce descriptor to icons instead · Add option to sort by ratings, distance, or bump time	· Spread/Shorten info · Add ellipsis or hyperlink to page explaining Bump Time meaning	· Increase font size of numeric dates and add boxes to help add contrast and differentiate them	· Show a count of available time slots before listing them · Remind users of the fee throughout bumping