Customer Journey Map | Project Name: Bloodwork Capstone Project Journey Map

Author
Version

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STAGES	1	2	3	4	5	6	7	8	9
DOING	Determines need for lab testing	Researches how to get bloodwork and lab testing.	Calls doctor to make appointment	Goes to doctor appointment	Makes lab appointment (with referral)	Goes to lab appointment	Receives lab results	Calls doctor to discuss results	Makes adjustments to lifestyle to improve health
KEY QUESTIONS	why am i not where i think i should be in my health or weight loss journey?	Where do I need to go? What is this going to cost?	How long will I have to wait to get in?	Why is there so much waiting? Will the doctor order the tests i want?	How long will I have to wait to get in to the lab?	how long will this take? What samples will they need to collect?	How do I interpret these results into actions?	What is "normal"?	Is this the way i should prioritize changes?
EXPERIENCE (RICH / NEGATIVE)		curiosity /worry	inconveienced	impatient	impatient	uncertainty	confusion	curiosity	uncertainty
TOUCHPOINTS	Asking friends, doctors, or nutritionist for help.	Googling for answers/ tring to find out what my insurance will cover	Talking with receptionist.	Talks with reception/nurses and finally doctor.	Chooses lab recommended by doctor to call.	Talks with lab receptionist.	Gets paper in the mail without enough information.	Has to make calls again to try to have results interpreted.	Might do more research online to find answers
OPPORTUNITIES & IMPACT	* providing common reasons to seek certain information on ones health	* Being forthcoming with benefits and cost	*Providing easier and faster access to testing		*Providing options for different labs that are nearby		* speeds up results by delivering them electronically	* including easy-to-understand results and tips with results	* providing suggestions and prioritizing them