**CUSTOMER JOURNEY MAP TEMPLATE**

**Researches provider**

**Reads existing customer reviewpost**

**STAGES**

**Checkout**

**Contact**

**Visits website**



*Contact page, new patient page*

*Homepage,*

*About page*

*Online*

*review*

*Additional reviews; external 3rd party health provider website*

Needs to find a medical service provider

Checking the legitimacy of the provider, background, years experience

Review provider information

Find out about provider wait times and possibly book appointment

**USER GOALS**

*Unknown*

*Apprehensive*

*Apprehensive*

*Encouraged*

**CUSTOMER EMOTIONS**

*Having trouble finding a way to contact the provider's office*

*Paitient did not respond after two follow-ups*

*Concerned about one negative review concerning long wait times*

*N/A*

**CHALLENGES**

*Interested after reading online review*

*Looking for contact information*

*Fill out*

*contact form*

*Looking for positive reviews or negative ones*

**ACTIONS**

**TOUCHPOINTS**

*Improve visibility of contact information*

*Improve follow-up protocol*

*Address negative reviews and attract more positive comments*

NOTE: *Data added for example only*

**OPPORTUNITIES FOR IMPROVEMENT**