CUSTOMER JOURNEY MAP EXAMPLE

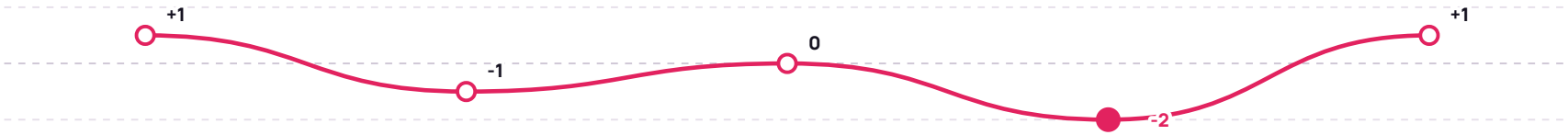
Clinic scheduling app, first month

Illustrative example

PERSONA	SCENARIO	RESEARCH BASE
Dana, practice manager, 3-site physiotherapy clinic	First-time setup, first month with a clinic scheduling app	12 interviews with practice managers, 5 contextual inquiry visits to front desks

JOURNEY STAGES	1. Sign up and import staff	2. Set shift rules	3. Build the first rota	4. Publish and handle swaps	5. Month-end hours export
Doing	Uploads staff list from a spreadsheet	Enters rules for each site	Drags shifts onto a week view	Publishes, then answers swap texts	Exports hours for payroll
Touchpoints and channels	Sign-up form, CSV import	Settings screens	Rota editor	Staff app, text messages, phone	Export screen, payroll file
Thinking quote + participant ID	"Half my staff have two roles." (P04)	"Where do I say Sarah only works Tuesdays?" (P09)	"I kept the old spreadsheet open in case the app got it wrong." (P02)	"Swaps still come to my own phone." (P11)	"If hours are wrong, payroll is wrong." (P07)
Pain points	Import drops second roles	Rules spread over 3 screens	Checks every shift against the spreadsheet	Swaps bypass the app	No overtime column
Evidence source + level	H 8 of 12 O 3 of 5	H 9 of 12 O 4 of 5	H 7 of 12 O 5 of 5	H 9 of 12 M support tickets	H 6 of 12
Opportunities	Import staff with several roles	One screen for all shift rules	Side-by-side check view	Swap requests inside the app	Overtime in the export
Owner and metric	**Onboarding lead:** import success rate	**Design lead:** time to set rules	**Design lead:** rotas published without the spreadsheet	**Mobile lead:** share of swaps handled in the app	**Payroll lead:** export edits per month

Feeling -2 to +2



Evidence key H heard O observed M measured A assumed

Illustrative example, not a client project

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