



Dan

Father of child in need of surgery

"My daughter means everything to me and it breaks my heart to see what she's going through. It makes me want to be a better, stronger Dad."

The Customer Journey



Stage	Doesn't feel good	Diagnosis	Arrive at Hospital	Surgery	Recovery	Goes Home	Checkup
Actions	<ul style="list-style-type: none"> • Daughter doesn't feel good • Stays home from School • Goes to Primary Doctor • Doctor examines daughter • Recommends specialist 	<ul style="list-style-type: none"> • Goes to specialist doctor • Has more examines/ tests done • Gets diagnosis on appendicitis • Goes home with crying scared daughter • Uses app - find out what to do - whats happening 	<ul style="list-style-type: none"> • Parent takes off from work • Packs daughter's bag with stuff animal, clothes, snacks • Talks with daughter and family about whats going to happen • Signs paperwork • Gets ID bracelet, waits with daughter 	<ul style="list-style-type: none"> • Waits with daughter • Meets with doctor and nurses • Goes to waiting area • Goes to vending machine • Is on his smartphone app again • Gets fresh air 	<ul style="list-style-type: none"> • Goes to post op room • Sits with daughter, gives teddy bear, blanket • Provides assurance and love • Advocates and comforts daughter • Brings siblings and flowers 	<ul style="list-style-type: none"> • Wheels her out of hospital into car • Makes her room comfortable • Use App to Document • Schedules follow up appointment 	<ul style="list-style-type: none"> • Doctor decides if you are good or in need of another procedure
Goals	<ul style="list-style-type: none"> • Find out what's making her feel bad 	<ul style="list-style-type: none"> • Learn how serious it is • Get more information - learn whats going to happen 	<ul style="list-style-type: none"> • Make sure my daughter is comfortable and supported • Not to freak out in front of her 	<ul style="list-style-type: none"> • Make sure she will be okay • Talk to people, get more information on whats going on 	<ul style="list-style-type: none"> • Make her feel normal • Have a positive experience 	<ul style="list-style-type: none"> • To get rest • Continue recovery 	<ul style="list-style-type: none"> • To be done with medical treatment and be considered healed
Thoughts	<ul style="list-style-type: none"> • What's wrong with my daughter? • She has never has been this "off before" • Something is really wrong with her • I'm scared 	<ul style="list-style-type: none"> • Is she going to die? • What if it ruptures? • Is this hospital / doctor good? • What do i do? • How do i tell her how serious this is? 	<ul style="list-style-type: none"> • This is the scariest day of my life! • What do I make her feel better? • How long will this take? • What happens if something goes wrong? • What can I do? 	<ul style="list-style-type: none"> • I hate just sitting around • I hope she's OK • What do I do when she comes out from surgery? • How do I make her feel better? • What do I tell my family? 	<ul style="list-style-type: none"> • What can i do to help her feel better? • I haven't slept and need to shower • Why other daughter is upset with me? • I'm exhausted - when will she be released? 	<ul style="list-style-type: none"> • I've never been so happy to go home • What if something happens? • How long before she can go back to school and is recovered? • Will I need to take more days off from work 	<ul style="list-style-type: none"> • I hope the doctor clears her • I just want her to be normal again • Thank god she's going to be okay!
Emotional Experience	<ul style="list-style-type: none"> • Scared - Daughter seems off • Nervous for specialist - this can't be good • Overwhelmed - feels like worse day of my life • Overwhelmed - don't like hospitals • Content - nurses are reassuring • Scared - Will she survive? What if something happens? • Worried - Will she be okay from the anesthesia • Exhausted - Hasn't slept, stressed out - just wants to go home • Relieved - The can't wait to go home • Worried - Will she ever be able to heal properly • Happy -she's okay and the whole thing is done 						
Touch points	<ul style="list-style-type: none"> • Doctor Office • Web browsers looking up info 	<ul style="list-style-type: none"> • Doctor Office • Child Life on call App 	<ul style="list-style-type: none"> • Hospital • Child Life on call App (smartphone) • Home 	<ul style="list-style-type: none"> • Hospital • Child Life on call App (smartphone) • Home 	<ul style="list-style-type: none"> • Hospital • Child Life on call App (smartphone) • Home 	<ul style="list-style-type: none"> • Home 	<ul style="list-style-type: none"> • Doctor Office