



## Terri

Patient recovering from a leg/foot surgery



It scares me when I go on webMD, I feel like I could have other issues too!

# The Customer Journey

Stage	Injury	Surgery	Stitches Out	Done with Splint	Done with Boot	Shoes	Review
<b>Actions</b>	<ul style="list-style-type: none"> <li>Go to a Doctor</li> <li>Get Xrays</li> <li>Get Diagnosis</li> <li>Find a Foot Doctor Specialist</li> <li>Set Surgery Date</li> </ul>	<ul style="list-style-type: none"> <li>Receive Invitation to App from Doctor</li> <li>Create Account</li> <li>Prep house for Post Op</li> <li>Have Surgery and go home</li> <li>Get Crutches / Scooter</li> </ul>	<ul style="list-style-type: none"> <li>Ice Leg</li> <li>Take Medications</li> <li>Do Exercises</li> <li>Use App to Document</li> <li>Get Stitches Removed</li> <li>Get Splint</li> </ul>	<ul style="list-style-type: none"> <li>Ice Leg</li> <li>Take Medications</li> <li>Do Exercises</li> <li>Use App to Document</li> <li>Get Splint Removed</li> <li>Get Boot</li> </ul>	<ul style="list-style-type: none"> <li>Ice Leg</li> <li>Take Medications</li> <li>Do Exercises</li> <li>Use App to Document</li> <li>Get Boot Removed</li> <li>Start walking in shoes</li> </ul>	<ul style="list-style-type: none"> <li>Get rid of Crutches / Scooter</li> <li>Driving Permitted</li> <li>Use App to Document</li> <li>Physical Therapy Starts</li> </ul>	<ul style="list-style-type: none"> <li>Doctor decides if you are good or in need of another procedure</li> </ul>
<b>Goals</b>	<ul style="list-style-type: none"> <li>Seek Medical Treatment to find out what's wrong</li> </ul>	<ul style="list-style-type: none"> <li>Learn what to expect at each stage during the surgery and recovery process</li> </ul>	<ul style="list-style-type: none"> <li>Make sure the incision heals properly and does not get infected.</li> <li>Start recovery</li> </ul>	<ul style="list-style-type: none"> <li>Make sure the bones heal so splint can be removed</li> <li>Continue recovery</li> </ul>	<ul style="list-style-type: none"> <li>Start weight bearing stage</li> <li>Continue recovery</li> </ul>	<ul style="list-style-type: none"> <li>Get to be full weight bearing</li> <li>Continue recovery</li> </ul>	<ul style="list-style-type: none"> <li>To be done with medical treatment and be considered healed</li> </ul>
<b>Thoughts</b>	<ul style="list-style-type: none"> <li>I need to find a reputable Doctor</li> <li>Will I ever walk normally again</li> <li>I hope this doesn't permanently damage me</li> <li>I have to figure out disability for work</li> </ul>	<ul style="list-style-type: none"> <li>I'm nervous about being knocked out for surgery</li> <li>I'm worried about missing work</li> <li>My family/ spouse will need to step up and help me.</li> <li>I hope I'm not a burden</li> </ul>	<ul style="list-style-type: none"> <li>Can't wait until they are out so I can shower again!</li> <li>I hate just sitting around</li> <li>This sucks, I'm in so much pain right now and I can't do anything</li> </ul>	<ul style="list-style-type: none"> <li>I'm so happy that splint is gone! That was terrible!</li> <li>The boot will be easier to put on and move around in</li> <li>I get to put some weight on my injured foot (boot) but still hate using crutches</li> </ul>	<ul style="list-style-type: none"> <li>I'm not sure if I feel comfortable putting full weight on my boot</li> <li>I want doctor to tell me I can be at 50/50 weight bearing level so I can walk without crutches</li> <li>I'm getting some of my freedom back and it makes me happy</li> </ul>	<ul style="list-style-type: none"> <li>I've never been so happy to wear shoes!</li> <li>I'm no longer trapped relying on others to drive me</li> <li>Does everything feel good or is something still off?</li> </ul>	<ul style="list-style-type: none"> <li>I hope the doctor clears me</li> <li>I can't wait to enjoy y life again</li> <li>It's been a long journey and I'm so happy!</li> </ul>
<b>Emotional Experience</b>	<p>The graph shows Terri's emotional state across the stages. It starts with a sad face (Devastated) at the Injury stage, rises to a neutral face (Nervous) at Surgery, dips to a sad face (Overwhelmed) at Stitches Out, rises to a happy face (Happy) at Done with Splint, dips to a neutral face (Annoyed) at Done with Boot, rises to a happy face (Relieved) at Shoes, dips to a sad face (Worried) at Review, and finally rises to a happy face (Happy) at the end of the journey.</p>						
<b>Touch points</b>	<ul style="list-style-type: none"> <li>Hospital</li> <li>Doctor Office</li> <li>Web browsers looking up info</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> <li>Home</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> <li>Home</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> <li>Home</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> <li>Home</li> <li>Physical Therapy</li> </ul>	<ul style="list-style-type: none"> <li>Doctor Office</li> <li>GetBetter App (smartphone)</li> </ul>