

Humane Journey Map

Gensler 2020

PRE-VISIT

ATTITUDE, AWARENESS, AND EXPOSURE

How might we meaningfully 'onboard' Disengaged and Hesitant users to understand and respond to the new healthcare reality?

- Disengaged users
- Hesitant users

PLANNING AND TRAVELING

How might we lower barriers to encourage Anxious and Pragmatic users to act on their healthcare need?

- Anxious users
- Pragmatic users

VISIT

ENTRY

How might we make the arrival and waiting experience efficient, convenient, and trusted by all visitors?

- Anxious users
- Pragmatic users

CONSULTATION

How might we maximize the value of an in-person visit to boost understanding and impact on bigger system?

- Sensitive users
- Confident users

EXIT

How might we build confidence in next steps and convey impact on users' lives beyond the doctor's office?

- Resolute users
- Pragmatic users

POST-VISIT

MANAGING HEALTH AFTER VISIT

How might we facilitate health management at home while guiding Engaged users to contribute to collective health?

- Anxious users
- Engaged users

EMOTIONAL NEEDS

FUNCTIONAL NEEDS

A **sensitive patient** in need of emotional support may have a pre-appointment teleconsultation to determine if they need a visit.

An **anxious user** may appreciate a face-to-face interaction to alleviate stress levels and anxiety.

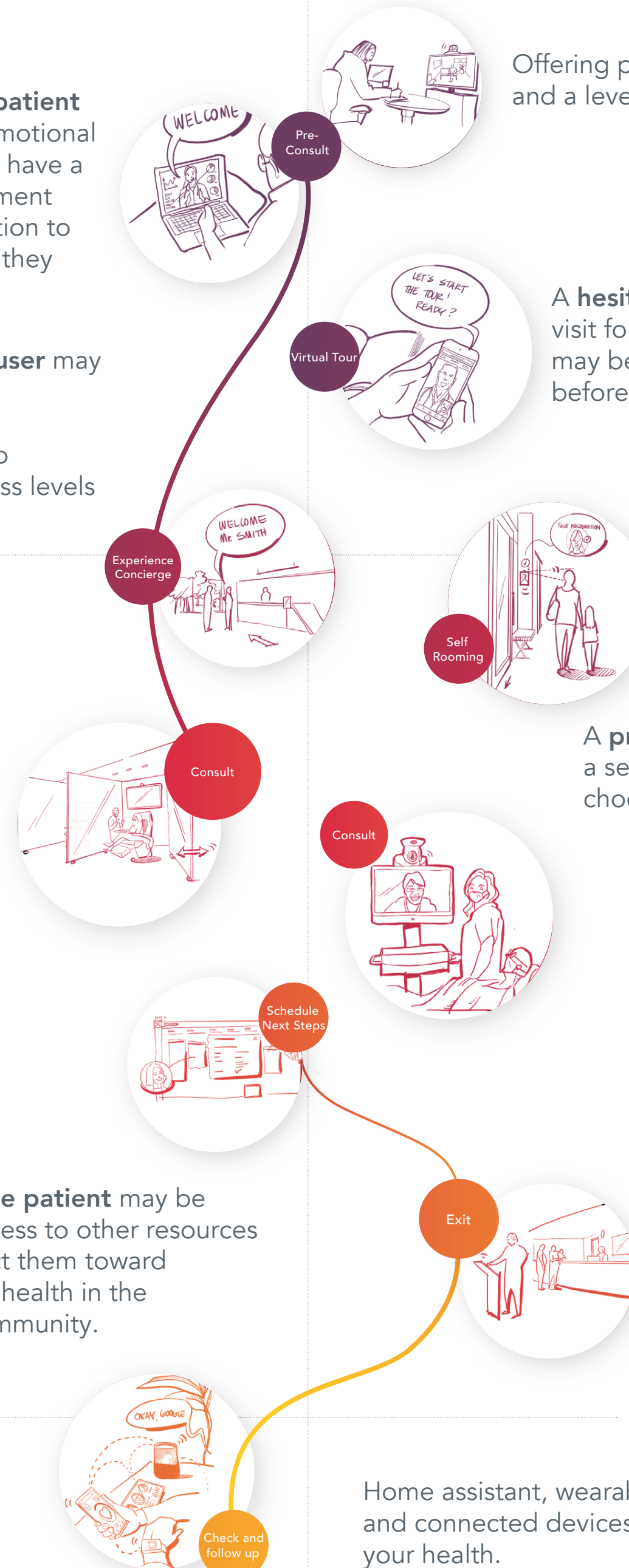
A **resolute patient** may be given access to other resources that direct them toward boosting health in the wider community.

Offering patients **choice**, self-selection, and a level of control.

A **hesitant patient** who is dreading a visit for fear of picking up an infection may be comforted by a virtual tour before arriving.

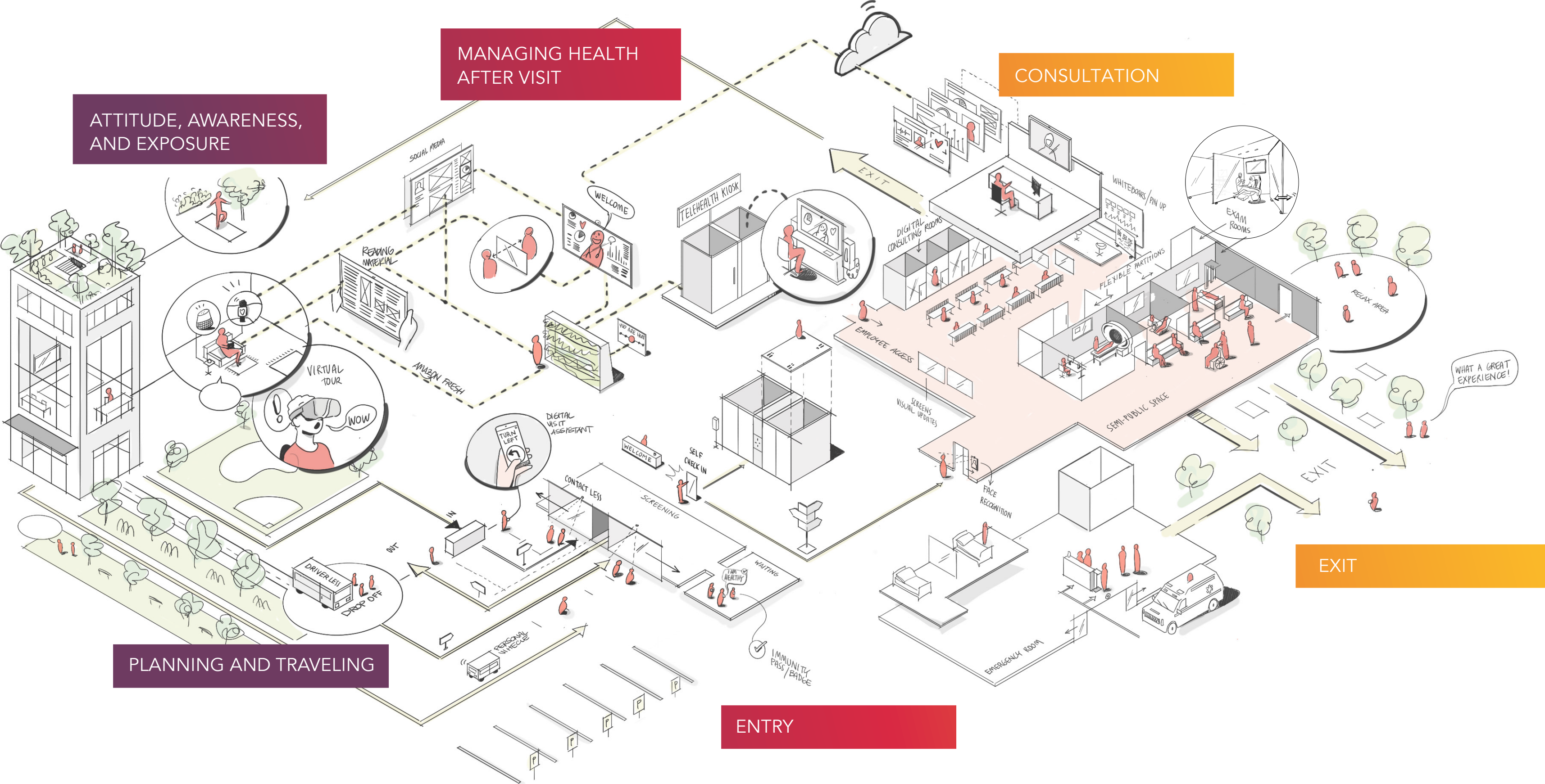
A **pragmatic user** may appreciate a self-directed journey or can choose to arrive at a specific spot.

Home assistant, wearable technology, and connected devices to monitor your health.



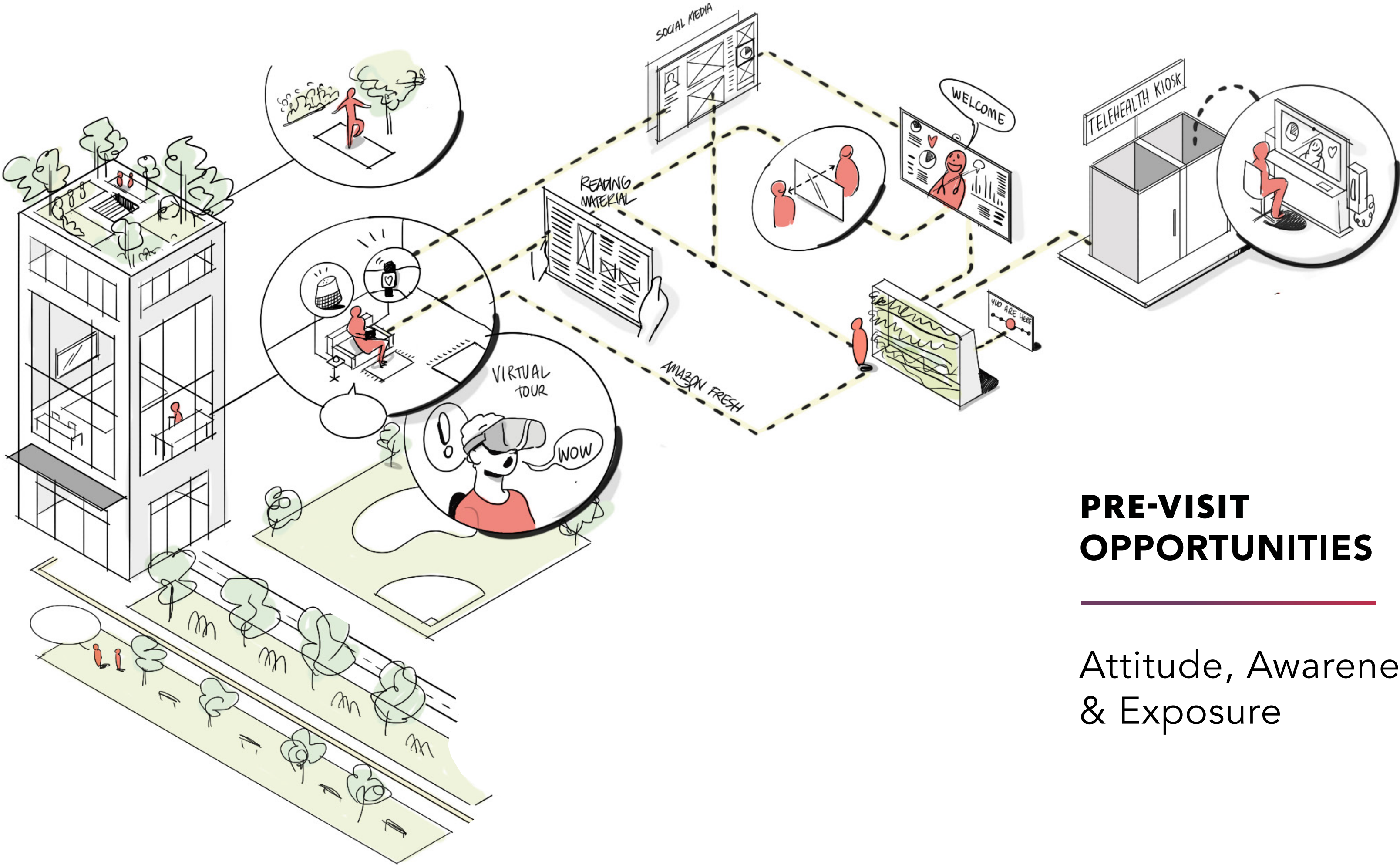
Humane Healthcare Patient Touchpoints

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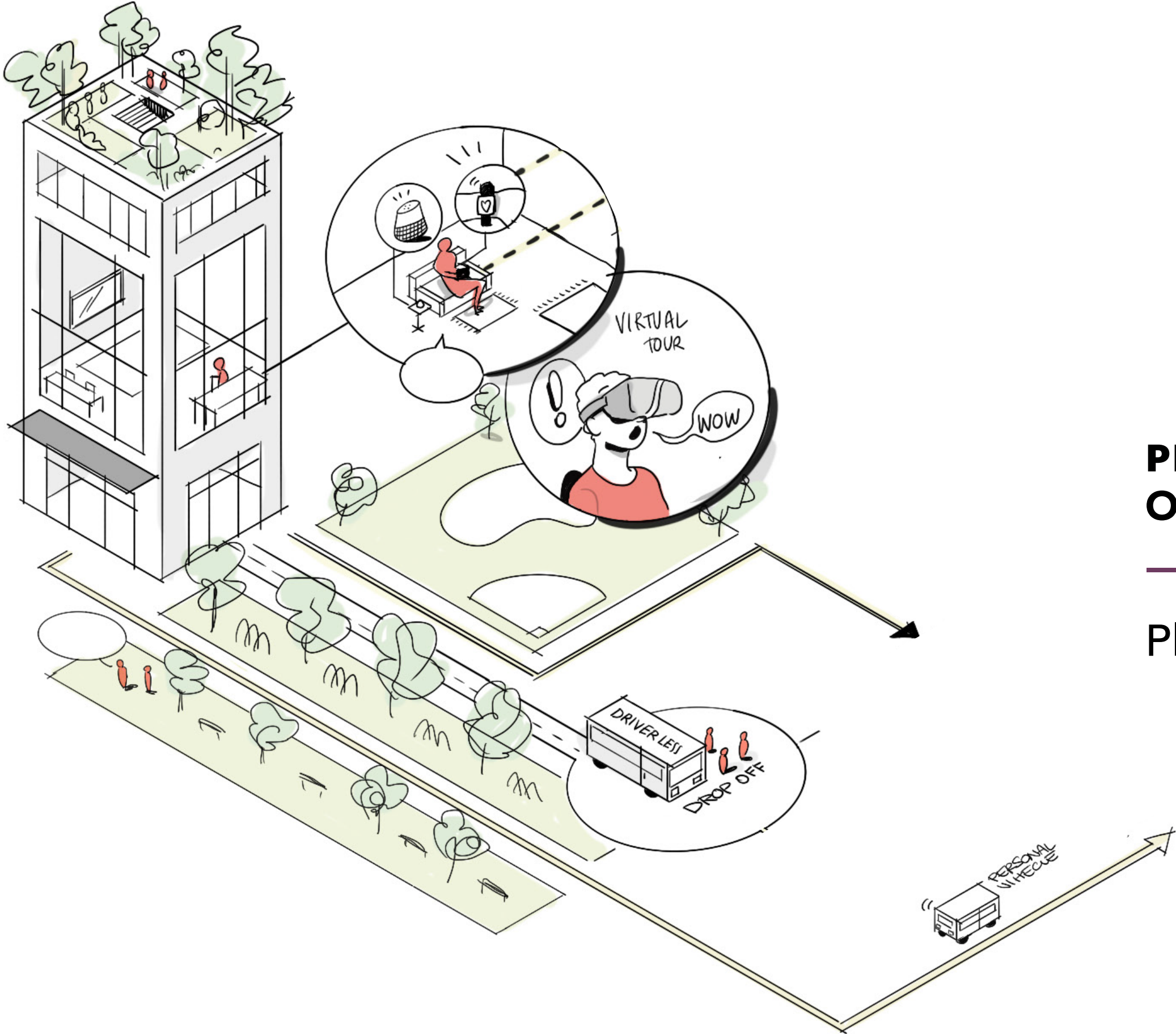


PRE-VISIT OPPORTUNITIES

Attitude, Awareness,
& Exposure

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PRE-VISIT OPPORTUNITIES

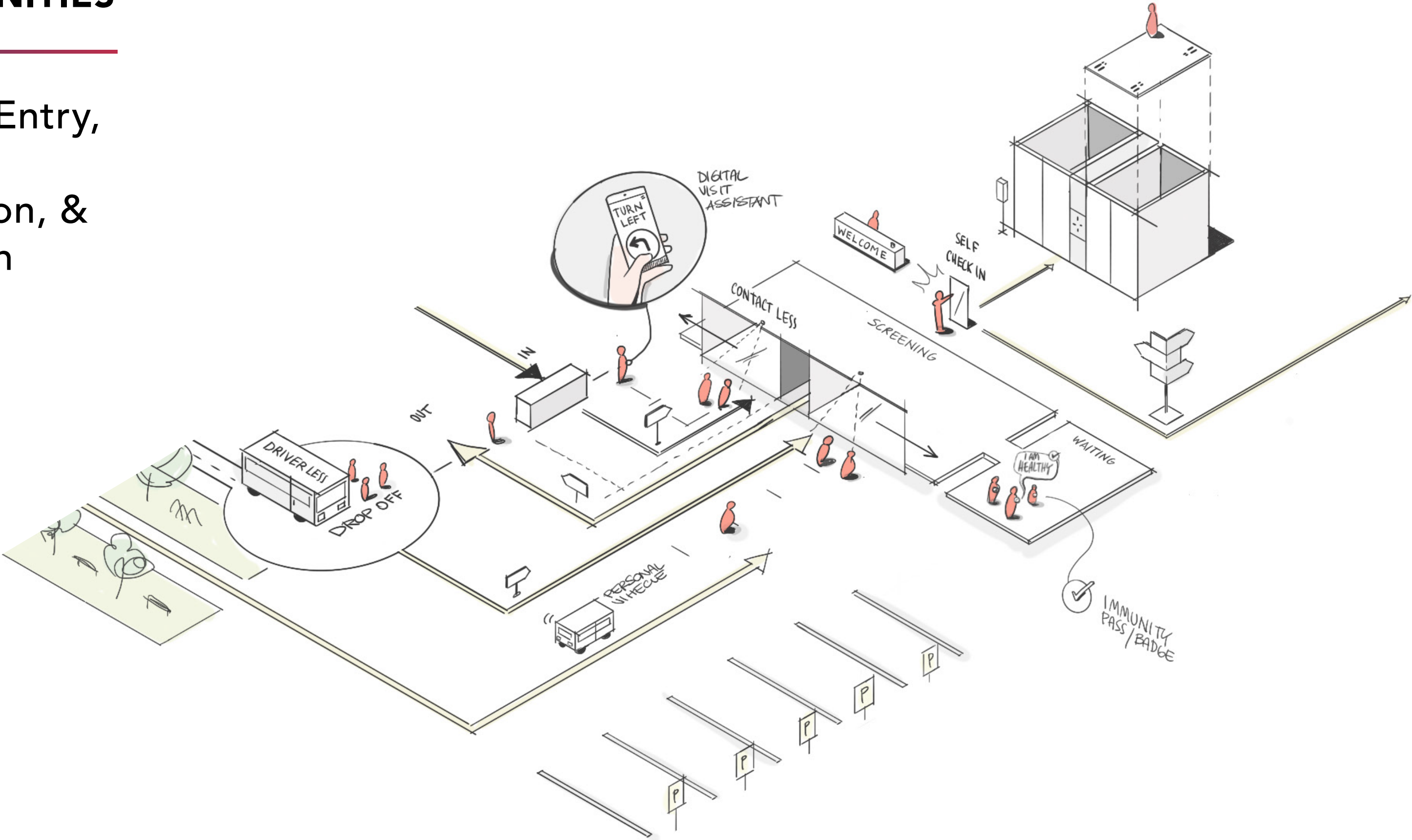
Planning & Traveling

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IN-PERSON OPPORTUNITIES

Drop-off, Entry, Welcome, Registration, & Navigation

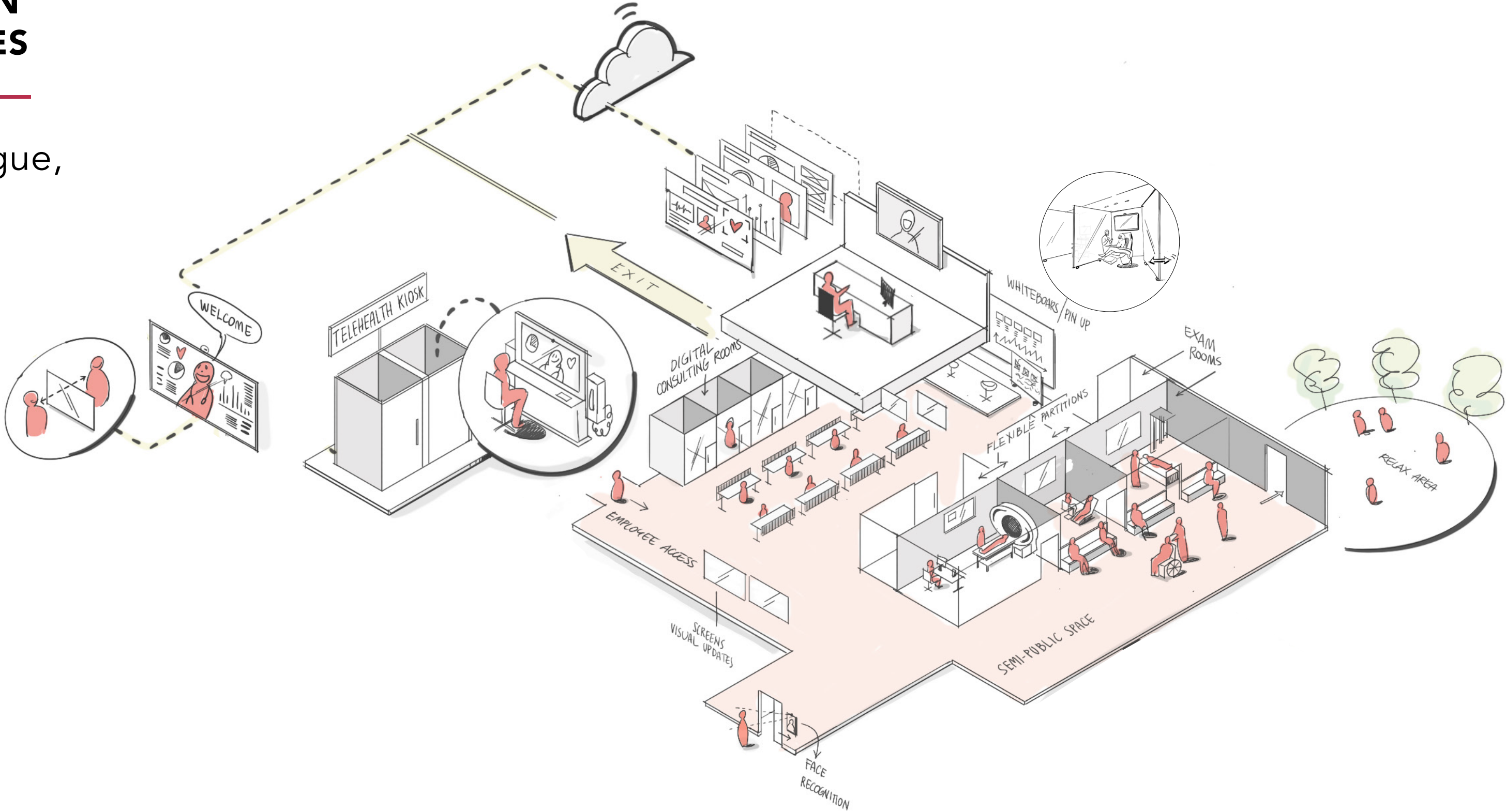


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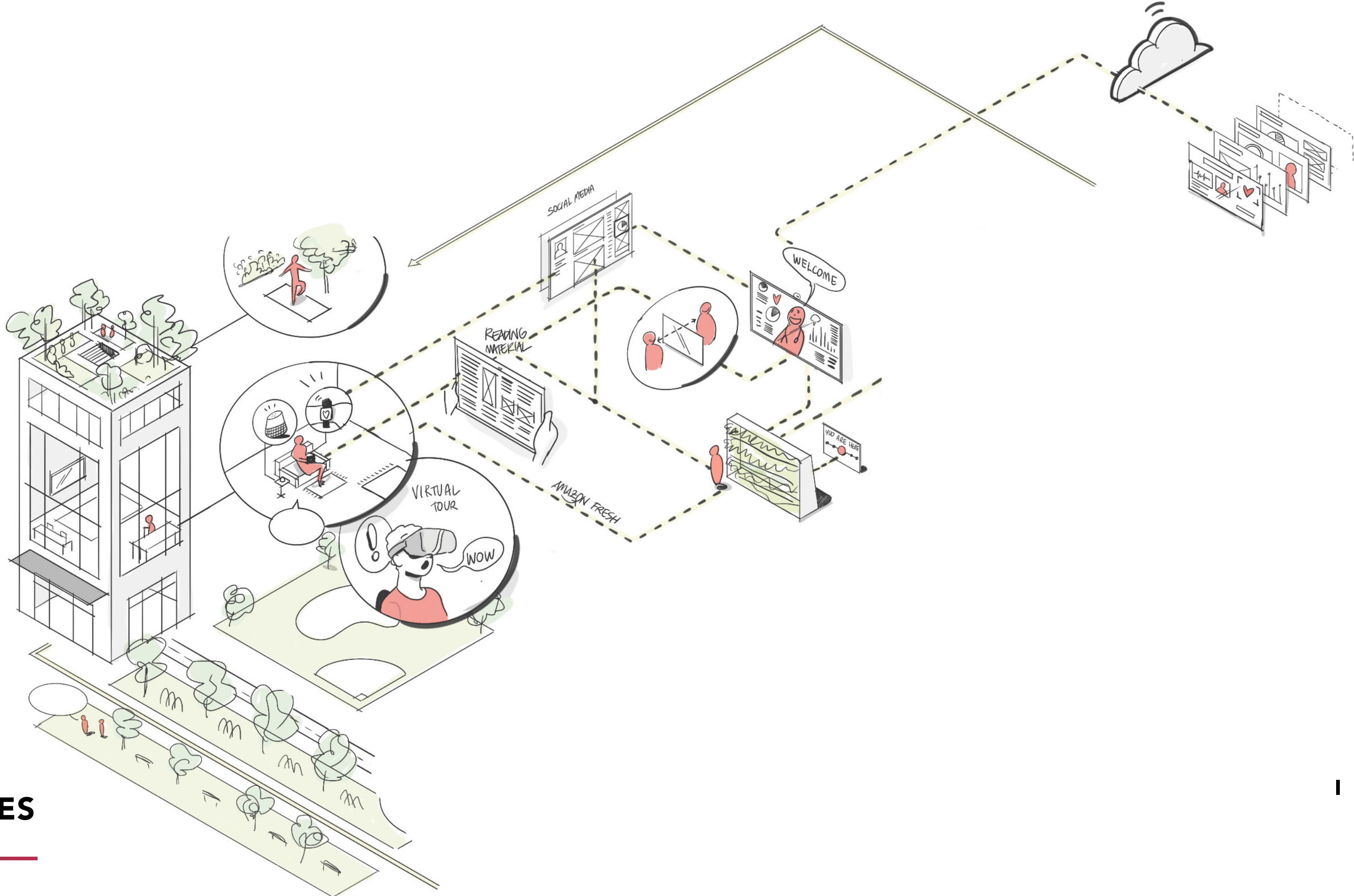
CONSULTATION OPPORTUNITIES

Waiting, Dialogue, Co-working, Contemplation



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POST-VISIT OPPORTUNITIES

Health Management,
Education, Attitude, &
Awareness