



Micro Moments of Trust

Consumer experience journey map worksheet

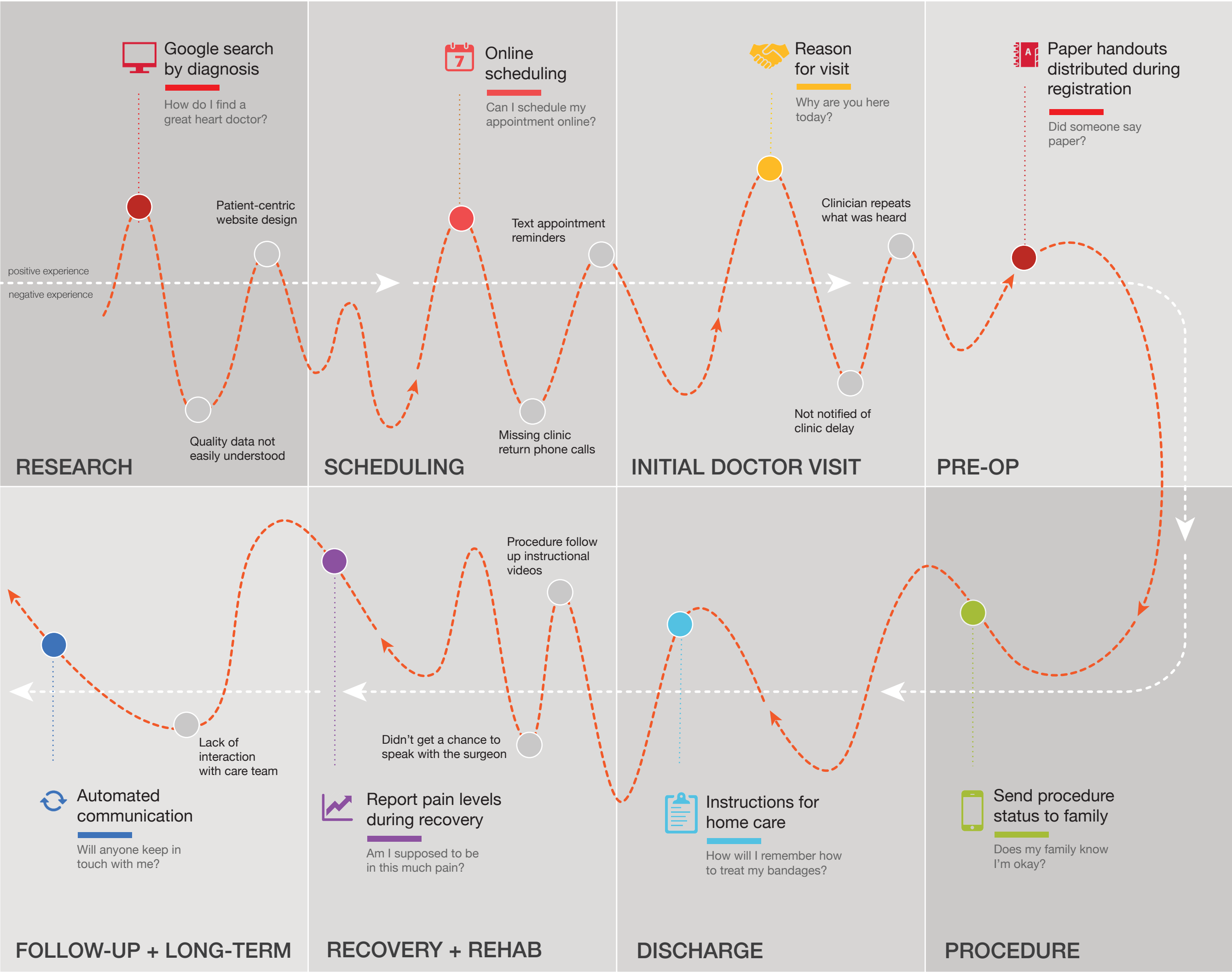


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EXAMPLE

Micro Moments of Trust

Consumer experience journey map





Consumer experience journey map

Step 2: Identify micro moments that occur within each step. Determine which moments cause trust (above the dotted line) or lead to distrust (below the dotted line) - these are experiences that need improvement and are opportunities to create deeper loyalty greater satisfaction and compliance.

Step 3: Ideate ways to use technology/mobile companion apps to turn moments of distrust into delightful experiences for your consumers.

Step 4: Discuss with Patient Experience or Ambulatory Clinic colleagues or other stakeholders and begin to prioritize and plan.

Questions or comments?
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