



Patricia Jeter

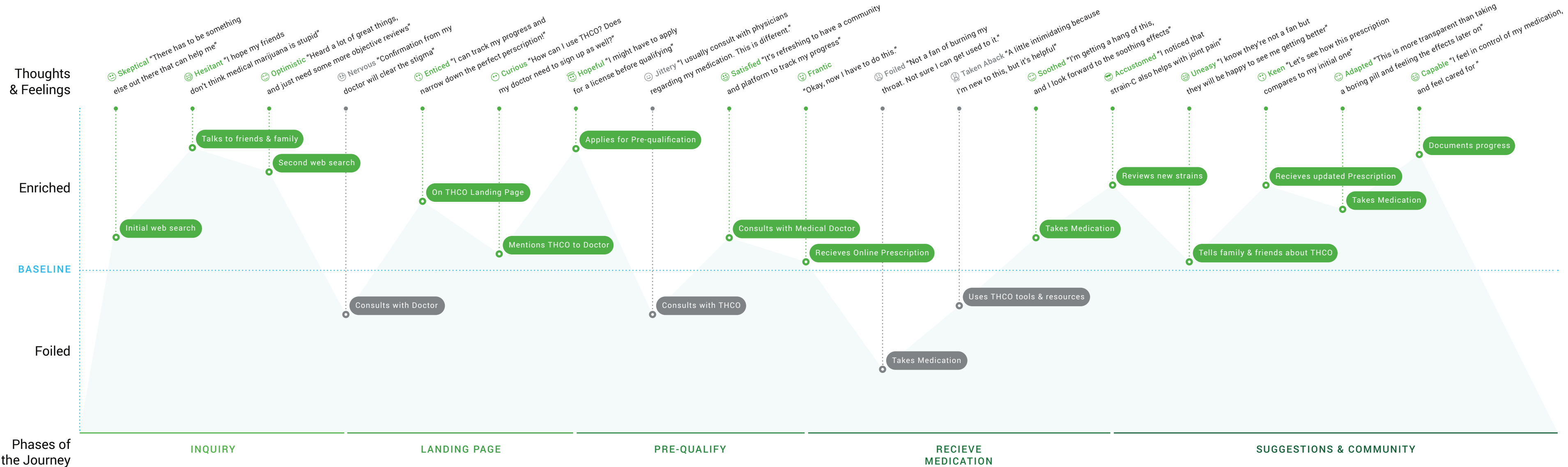
**Seeking alternative medication for Osteoarthritis**

Age 76 | Canadian | Immigrant

Patricia is very conservative, and has spent her whole life obeying the laws, testing her consumption level before getting into a car, and isn't very adventurous. She has Osteoarthritis, a genetic condition she spent her whole life planning and preventing. She has tried everything to soothe the pain and side effects with very little success. She is currently looking for alternatives and has

discovered that the negative stereotype associated with Medical Marijuana is slowly being removed and is available on the market. She has spoken to a colleague and doctor about her situation and is ready to try this alternative medicine but is taking slow and careful steps towards it.

# USER JOURNEY MAP



**Description**

This phase is the discovery and open-minded phase. It is important that the patient has independently decided to seek alternative forms of medication and is ready to carefully open the doors to Medical Marijuana.

**Recommendations**

Because the subject matter, every screen should instill a sense of trust, reliability, and lawful appearance. The emphasis should be on the patient's well being and have no reference to Marijuana's recreational effects.

**Description**

This screen is crucial because, for most, it's their first impression of the new industry. It takes only seconds for the patient to take the service seriously or likely deter them entirely from similar services.

**Recommendations**

Mimic the site's aesthetic to a trusted and popular brand the patient would be familiar with. Showcase well-known partners who support and recommend the brand.

**Description**

The qualification process adds trust and a credible appearance. The process should filter out and deter false applications. The company shouldn't appear as if they are accepting just anyone off the street.

**Recommendations**

To compete with the accessibility of regular prescriptions, the "pre-qualify" feature creates a sense of a quick turn-around, but also outlines the level of care that patients never had before.

**Description**

All prior phases were building up to this critical phase. The patient has to feel comfortable with the medication. There should be options on how to take the drug.

**Recommendations**

There should be a guide on how best to take the medication, and which method boasts the highest potency.

**Description**

Patients contribute to their care by keeping an up-to-date symptoms list and constant communication with doctors and a community of patients that can offer a more human approach to alternative medicine.

**Recommendations**

This phase wouldn't work without the supportive personnel and patients that create the atmosphere. This phase needs to grow before it is guaranteed.