

CREATE YOUR OWN EXPERIENCE MAP!

User Experience Map #3 - A Home Death Provides Support for 'New Values'

Describe your idea with one concise sentence.

Advocacy, communications, training and outreach campaigns to support, grow and expand the public's awareness and acceptance of Home Death Care-focused activities - both here in the US and abroad - will be created by Home Death Care Resources.

Rituals, customs and cultural values definitely ground us in life. They're typically passed down from generation to generation and a Home Death-focused end-of-life-experience can provide strong support for the development and continuation of deeply held beliefs, celebrations and traditions. As Home Death-focused EOL experiences grow in popularity there will be 'New Values' emerging within our culture on a daily basis. A more 'death positive' outlook is what the younger generation is presently bringing to the table. The various blogs, death cafes, YouTube channels, websites and related digital channels are providing new opportunities to re-claim how we're able to relate to and be with our loved ones, friends and family members as death approaches, occurs and is concluded.

Draw and describe the ideal user

A City-dwelling Man and his small country
Title town-living Grandma.

Name: Fred (aged 26)
Beula (aged 94)
Age:

Tweet it, Video it, Share it - Death Goes Digital

Profession:

Fred is a Tech Worker in San Francisco

Any Other Key characteristics:

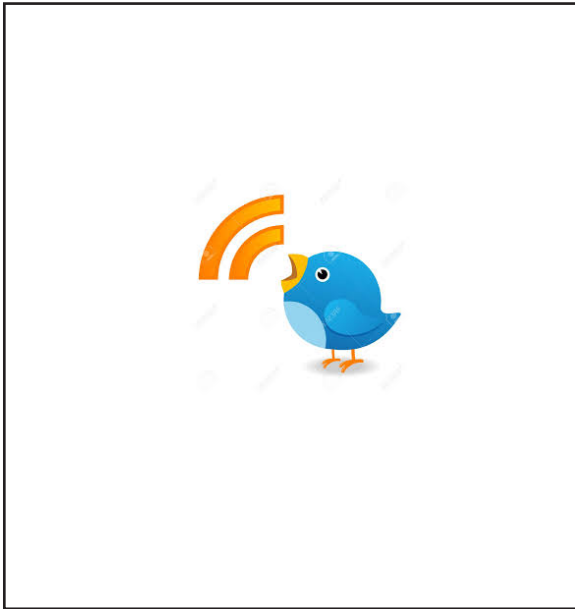
Their Family is Multi-Racial (Black/White)

Concisely describe what is happening

Fred lives in San Francisco and works at a Tech start-up. He is all about the digital world. His Grandma, Beula, lives by herself (with a daytime caretaker) in West Sonoma County in the middle of a small apple orchard and vegetable farm. Beula recently fell and sustained injury to her hip, shoulder and also to her head. The extent of her injuries was not necessarily severe, yet the accumulated stress and hospitalization has sent her energy into a downward spiral. Fred wants to get Beula home with hospice support as quickly as he can. He knows little about the home death process - he just knows he does not want Beula to die alone in a hospital room far away from her beloved farm.



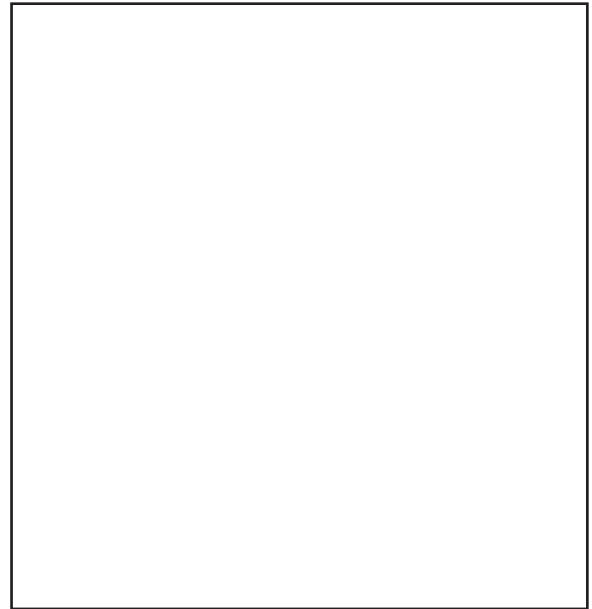
Title **The Tweetstream Delivers...**



Concisely describe what is happening

Fred went straight to his Twitter feed after learning about Beula's health crisis. The hashtag he searched on was #homedeathcare From the HDCR Tweetstream he linked in to their website and the search was on for knowledge, information, resources, people and organizations who could help get Beula home and ready to die in peace.

Title **A Couple of 'clicks' Work Wonders**



Concisely describe what is happening

Within a few 'clicks' from the HDCR website Fred found a local Hospice program who agreed to accept Beula into their program and they had her home within three days. Clearly, home was where she wanted to be. Everyone could see the relaxed look upon her face and while it was hard to accept and hard to go through - it was clear she was ready to begin her final journey home.

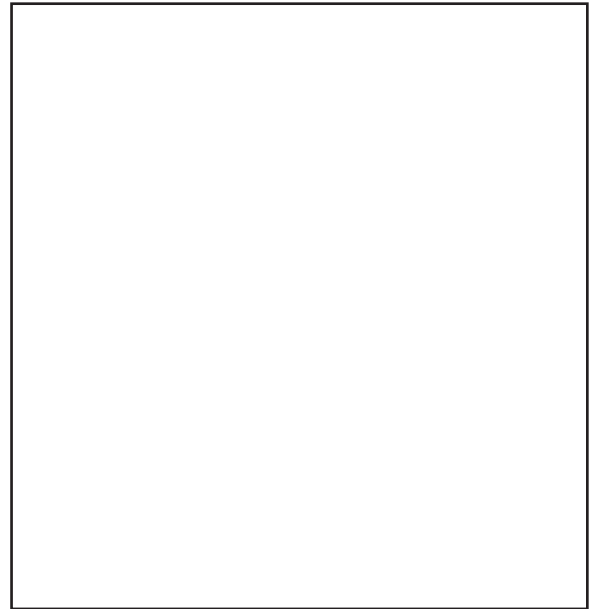
Title **A Funeral Celebrant is What?**



Concisely describe what is happening

Fred had never heard of a Funeral Celebrant until he saw the listings for the few that were located nearby to Beula's farm on the HDCR website. Michael had been a Death Doula for more than 10-years and he and Beula struck up a fast and trusting friendship. She knew where she was going and she knew why Michael was there with she and her family.

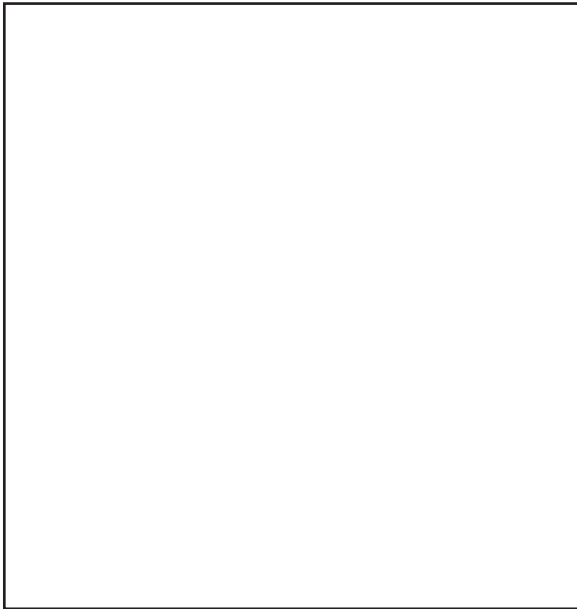
Title **Country Living - Country Dying**



Concisely describe what is happening

Beula made it very clear to Fred that she did not want a 'big' funeral. Her family had always just brought in the immediate family and closest friends for simple and dignified graveside services. Michael knew exactly what Beula was talking about and he arranged for everyone that Beula needed to be there - to be there. Fred was tweeting, e-mailing, snap-chatting and whatever else he could do in the days leading up to Beula's passing in order to make sure his friends and family knew exactly what to expect, where to go and how to get there.

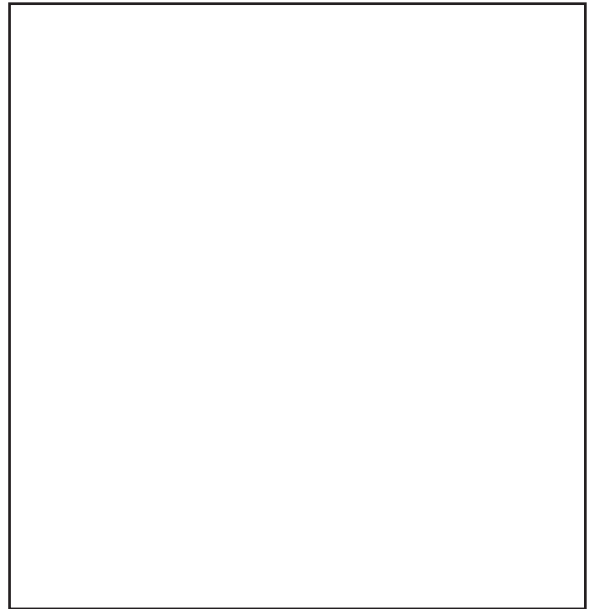
Title



Concisely describe what is happening

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Title



Concisely describe what is happening

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