

## CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

laborforcare.com is a website that connects caregivers to service providers to reduce the caregiving workload.

Draw and describe the ideal user

Title **Busy Family Caregiver**

Name: **Beth**

Age: **42**

Profession: **Administrative Assistant**

Any Other Key characteristics:

**She's a mother and wife.**

Concisely describe what is happening

**Beth is sitting in the living room with her mom realizing that her mom's health is declining. Her mom has dementia and is dealing with back pain.**



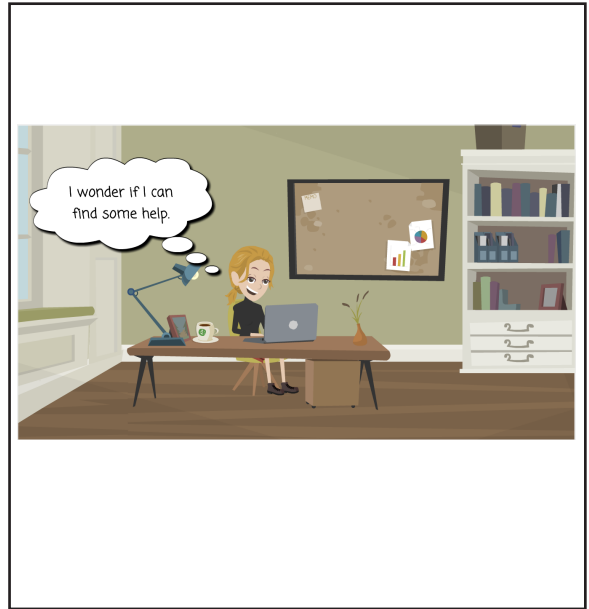
Title **Exhaustion**



Concisely describe what is happening

Beth is in her kitchen cooking for her family. She feels exhausted from the caregiving workload. She's the go-to person in her family and does most of the housework.

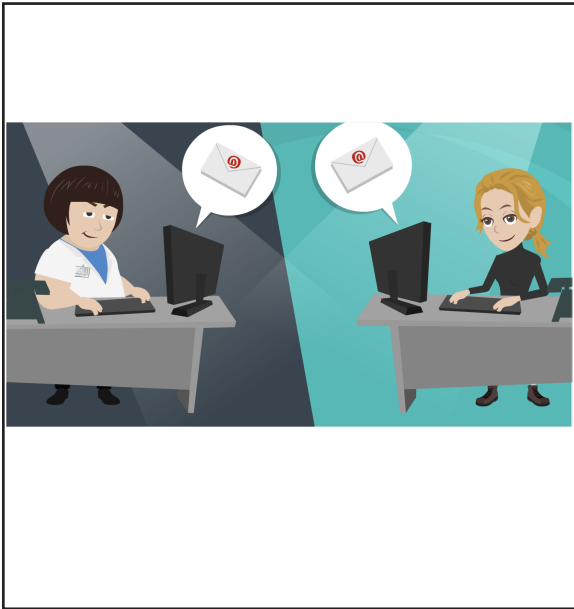
Title **Seeking Help**



Concisely describe what is happening

Beth has decided to look for help online. She searches for home healthcare and stumbles across laborforcare.com. She finds a massage therapist to help with her mom's back pain.

Title **Making Arrangements**



Concisely describe what is happening

Beth messages the massage therapist and makes arrangements for her to come to her home to give her mom a massage. Beth is excited and looking forward to meeting her.

Title **Nice to Meet You!**



Concisely describe what is happening

Beth meets Jane, the massage therapist, at her home and is impressed with Jane's friendliness.

Title The Review



Concisely describe what is happening

After Jane gives Beth's mom a massage... she gives Jane details on what happened during her session. Both of them are pleased with the experience.

.....

.....

.....

.....

.....

Title Thank you!



Concisely describe what is happening

Jane and her family are excited about laborforcare.com and plan to use it again.

.....

.....

.....

.....

.....