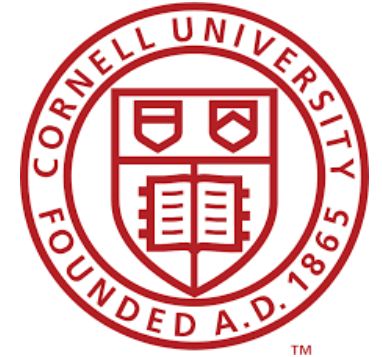# USER JOURNEY MAPPING:
A USER-PRODUCT INTERACTION METHOD TO EVALUATE AND INFORM SOLUTIONS TO IMPROVE MEDICATION ADHERENCE FOR OLDER ADULTS WITH DEMENTIA

EDRA53: HEALTH IN ALL DESIGN

ANNE J. CRAMER, MS CANDIDATE, HUMAN ENVIRONMENT RELATIONS   ADVISOR: DR. RANA ZADEH
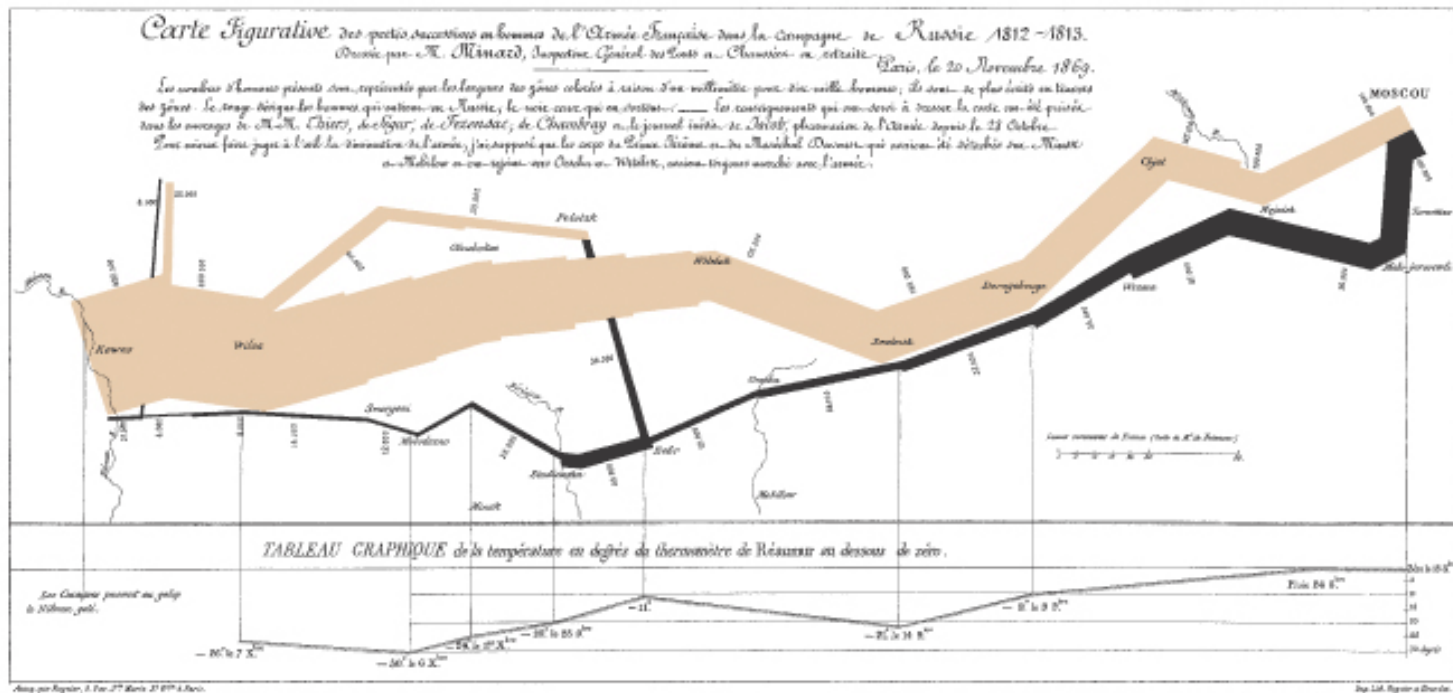
INTRODUCTION

- Medication adherence is critical to quality of life for older adults
- For those with dementia, mistakes such as overdosing or forgetting to take medication can lead to:
  - Unintentional negative clinical outcomes
  - Rising costs of healthcare utilization
- A common approach for caregivers is to find a device or system to help their loved ones manage their medications
- The user experience in searching, reviewing, selecting, and using such devices is complex
- User journey mapping is a visual representation of the alignment of products to user needs to create relevant, engaging and rewarding experiences

Medication misuse, abuse, and diversion:
- Compliance rates range roughly from 38%- 57% with an average rate of less than 45%.
- 40-60% of patients could not correctly report what their physicians expected of them 10-80 minutes after they were provided with the information
- Over 60% of patients interviewed immediately after visiting their doctors misunderstood the directions regarding prescribed medications.

EXPERIENCE VISUALIZATION:

NAPOLEON'S MARCH TO (AND FROM) MOSCOW

Rendgen, Sandra (2018): *The Minard System. The Complete Statistical Graphics of Charles-Joseph Minard.* New York, Princeton Architectural Press, 2018

METHOD: USER JOURNEY MAPPING

- User Journey Mapping is representative of:

  - Where the user touches the product

  - Where the product touches the user

  - How they interact with each other

  - The multiple interaction points of a user's engagement with the product/company/organization

  - Why the user is seeking interaction with the product/company/organization

  - The user expectations, needs, and perceptions of their experience with the product
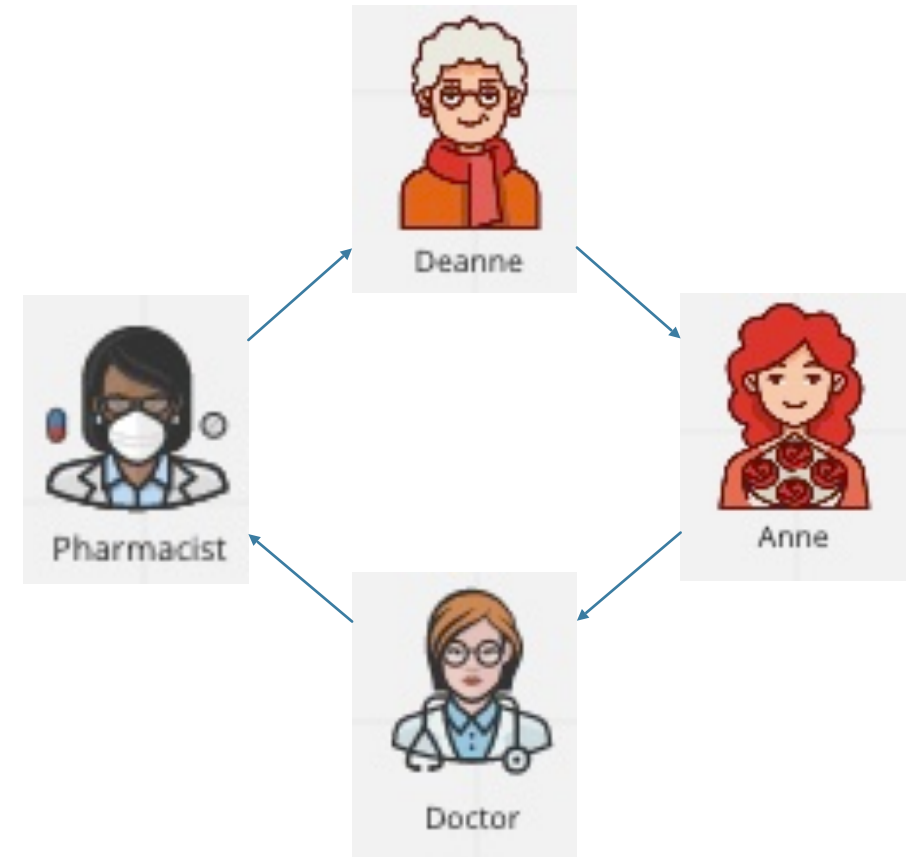
- Common Terminology

  - Touchpoints: This is the moment where process, systems, data or emotions intersect. This is often the 'fault line 'between the product and the user

  - Moments of Truth: This is a key moment to enabling an action or getting a result and is often an emotional point where the user decides to stay or go

  - Interactions: The activities in which customers engage. Any business supports dozens, if not hundreds of interactions.

  - Experiences: The sum of what the user takes away from the interactions and touchpoints they've had with you. An event, with a beginning, middle, and end. Users always have an experience (good, bad, or indifferent)

DISCUSSION: USER JOURNEY MAP
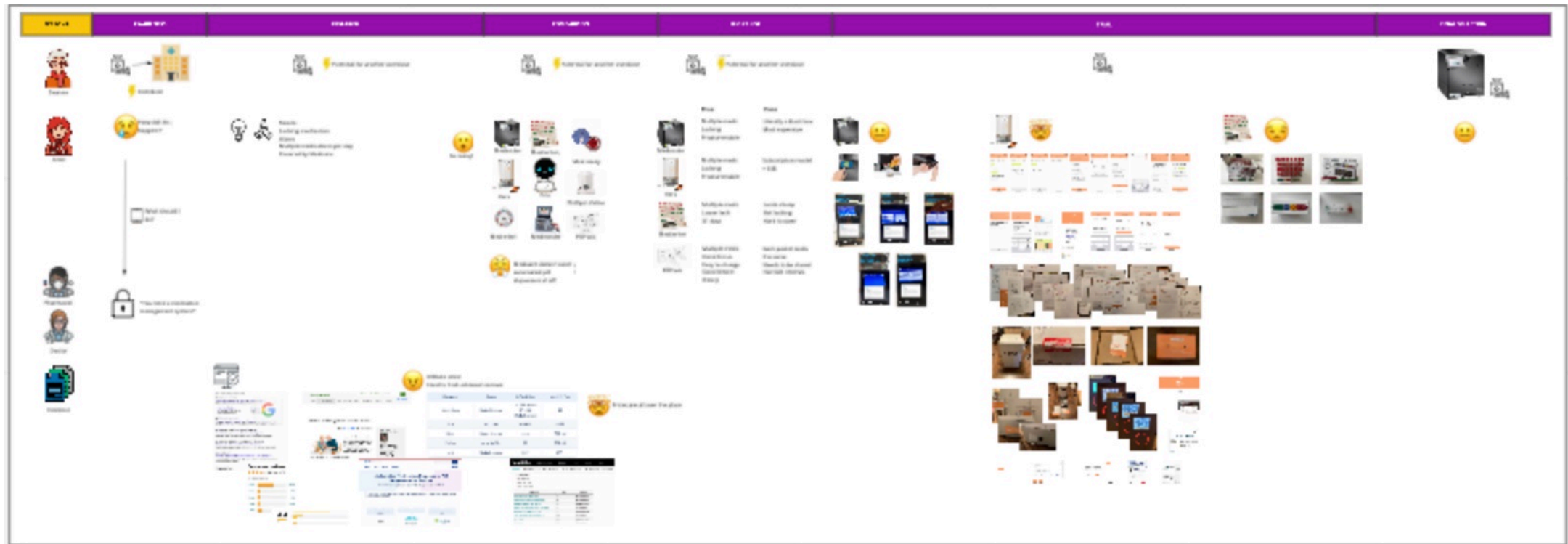
CONCLUSION: THE NEED FOR SYSTEMS APPROACH TO MEDICATION ADHERENCE

- Enlisting all stakeholders:

- Understanding costs of intervention

  - Education

  - Technology

  - Support Network

- What are the costs of doing nothing?

THANK YOU