

DIGITAL JOURNEY

Contact points (touch points) mapping to identify and improve the customer and user digital experience online.

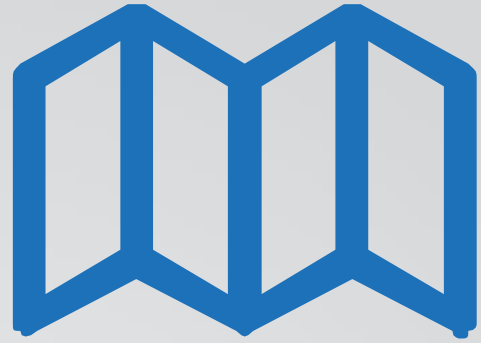


MediPragma is a research based company specialized in the healthcare area, which has offered tailor-made solutions and consultancy to pharmaceutical, cosmetic and diagnostic companies.

Our main goal is to provide our clients with high quality services to help them improve their performance.

We support:

- + Top management to boost profit with customer-oriented strategies;
- + Organizations measuring and optimizing performance as well as the return on investment;
- + Business intelligence to raise market, costumers and brand awareness;
- + Innovators in creating successful value proposition.





DIGITAL JOURNEY

Specific projects aimed at understanding the digital "journey" in the context of information research and review, and identifying contact points and key factors to implement effective Digital strategies.



GOALS

- Customer experience +
- User experience +
- Customer Flow +

- + Ethnographic investigations
- + Storytelling

- Quantitative approach
- Touch-point analysis



METHODS

4 Digital Journey steps

ANALYSIS



- Diagnosis
- Treatment
- Cure
- Management of chronicity

Semantics

- User experience
- Customer experience

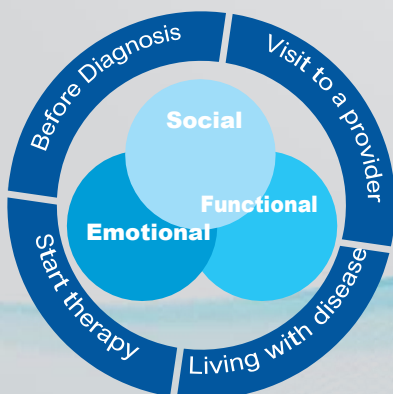


TouchPoint

OUTPUT



Storytelling



Report data



Digital Journey Map

