

Story board

Scenario:
Elderly woman
living alone ^(in apartment)
makes an online
delivery purchase.
She purchases online
b/c item is not in a
store.

①

When going through
delivery options
She is able to
Choose from a variety
through a drop-down
menu. She chooses
correct option + moves
on. (interaction)

②

Her package has
not arrived (error
condition) so she is
able to easily chat an
online CS rep. to resolve
(through Live Engage) the
issue instead of wait
on the phone (interaction
based on error cond.)

③

Problem is
resolved through
Live chat ✓

Problem is not
resolved through
Live chat ✗

④

She receives (1)
package but is not
available to sign for
it.

She still has not (2)
received package.
She reflects
disappointment in CS
survey.

⑤

Deliverer contacts her
to set up a new time or
she can opt-out @ step
1 (ideal situation) (1)

Administration uses
CS survey to improve
customer experience
in the future (ideal
situation) (2)

⑥

pain point