

PROJECT

CMS POW

JOURNEY MAP

MARK'S JOURNEY AS A CMS ADMIN

DESCRIPTION

Mark works in a hospital, has been in the same workplace for 28 years, has had 4 different roles and now, new things to learn. Now he is a CMS Admin.

Created with Smaply

Trial Version — [smaply.com](#)



Service

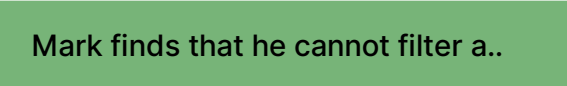
Post-Service



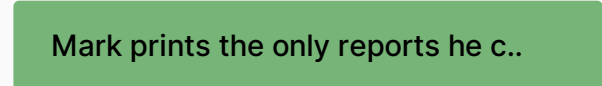
Mark wishes to print a repo..



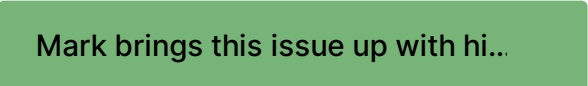




Mark finds that he cannot filter a..



Mark prints the only reports he c..



Mark brings this issue up with hi...

Step 5

Step 6

Step 7

Step 8

Step 9

Step 10



No persona

ADMIN MARK'S JOURNEY

Mark wishes to print a reports of different types such as all Medicare products in Braille, all Medicare products in Spanish

Mark finds that he cannot filter and print as he wishes on different criteria

Mark prints the only reports he can from pre-defined criteria that the system allows. He does not find this very useful for his needs

Mark brings this issue up with his higher-ups that there need to be more useful controls to generate reports

Step 5

Step 6

Step 7

Step 8

Step 9

Step 10



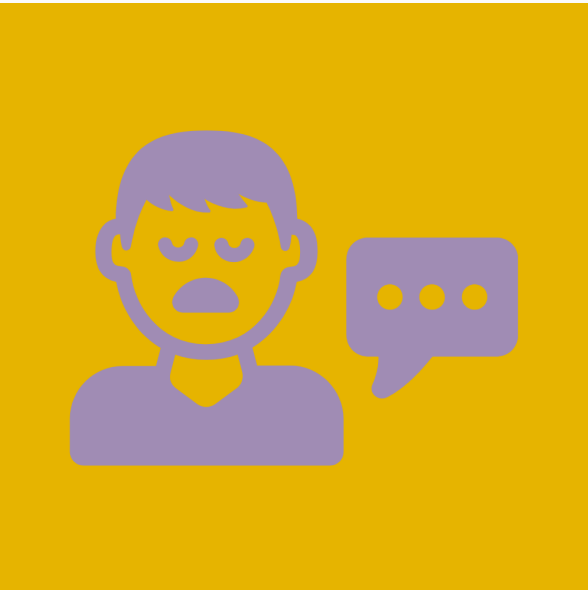
No persona

STORYBOARD











MARK

EMOTIONAL JOURNEYS

+2

+1

+0

-1

-2











MARK

MARK'S PAIN POINTS

Mark finds that he cannot filter and print as he wishes on different criteria

Mark prints the only reports he can from pre-defined criteria that the system allows. He does not find this very useful for his needs



No persona / MARK / CMS SUPERVISOR

CHANNEL USAGE

Face-to-face

Online

App

Phone

Print







