**HPRIL Journey Map Template**

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| Touch Point | 1. WIC Discovery/ Knowledge | 2. Schedule Appointment | 3. Appointment Reminder | 4. (Missed Appointment Follow-up and Reschedule Appointment) | 5. Prepare Documents for Appointment | 6. Travel to Clinic | 7. Check-In |
| What are clients thinking, feeling, and doing? Are the experiences (+) or (-)? |  |  |  |  |  |  |  |
| What are staff thinking, feeling, and doing? Are the experiences (+) or (-)? |  |  |  |  |  |  |  |
| How do you envision your innovative tool will change what clients and staff are thinking, feeling, or doing? |  |  |  |  |  |  |  |

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| Touch Point | 8. Waiting in Lobby | 9. (Certification: Anthropometrics, Income Check, Risk Assessment) | 10. Nutrition Education | 11. Referrals | 12. Receiving Benefits/ Loading EBT Cards | 13. Travel from Clinic | 14. Post Clinic |
| What are clients thinking, feeling, and doing? Are the experiences (+) or (-)? |  |  |  |  |  |  |  |
| What are staff thinking, feeling, and doing? Are the experiences (+) or (-)? |  |  |  |  |  |  |  |
| How do you envision your innovative tool will change what clients and staff are thinking, feeling, or doing? |  |  |  |  |  |  |  |