

Service blueprint

Designed for Horizon 1 of the roadmaps

Targeted personas:

TS

Pr

In

AR

the Technologically Savvy

Pragmatic

the Indifferent

the Anxious Receiver

NB! The Anxious Receiver is only tailored partly by delivering the result online. The goal of including the AR in the digital service is to put in the first effort to help calm down the person. The AR will most likely contact a healthcare professional at the end of the service blueprint but this service aims that the person will be less anxious when going for the consultation. Then, it is expected that the healthcare professional will have to put less time and energy into calming down the person, thus also reducing the strain on the personnel.

