DROPPING OFF A LAPTOP FOR REPAIR JOURNEY MAP

When computer issues arise, many people do not have much choice in who to go for service especially when it comes to Apple.

Customers are at the mercy of whatever the manufacturer tells them and the cost they have to pay. How can Apple make the customer feel confident in the repair process and comfortable knowing they are getting a fair deal?



PERSONA

Meet Ania. A grad student, who is dependent on her laptop for completing assignments and attending zoom classes.

Additionally, she has a full time job and a family to care for. Her time is so limited, she does not have the ability to take breaks, never mind deal with computer issues.

ACTIONS & CHANNEL KEY



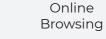


Improvement Opportunity



In-person interaction

In-Store



Q



Phone call

Fmail

EMOTIONAL KEY



Sad





Skeptical

STARTING POINT Thoughts & Expectations

- Panic! Water spilled on the laptop
- This is a serious problem
- How can it be fixed and fast?

Actions & Channels

- 1. Quickly dry off laptop
- 2. Ask spouse for advice
- 3. Call Apple & book service
- 4. Google advice





INITIATION

Thoughts & Expectations

- Why aren't they diagnosing at the shop?
- Felt like there were no options
- Expected someone to open laptop

Actions & Channels

- 5. Long wait
- 🔆 6. Spoke with employee
- 7. Agreed to expensive repair estimate



CHECK IN'S

Thoughts & Expectations

• Expected phone call/email explaining damage

Actions & Channels

- 8. Checked email continuously
- 🔆 9. Call Apple for status
- 10. Wait (laptop delayed due to TX storms)







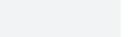
PICK UP

Thoughts & Expectations

Actions & Channels

11. Long wait 🔆 12. Spoke with employee 13. Paid expensive bill





POST PURCHASE

Thoughts & Expectations

- Excited to have laptop back
- Expected no files or programs
- Pleasantly surprised to see files (Thank you iCloud)

Actions & Channels

14. Set up computer 15. Read email receipt 16. Did not complete any surveys





• Expected thorough explanation of damage Disappointed employee didn't know anything about the repair

