

DROPPING OFF A LAPTOP FOR REPAIR JOURNEY MAP

Ania Harrell | March 2021

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



Online Browsing



Phone call



In-Store



Email

EMOTIONAL KEY



Sad



Skeptical



Worried



Happy

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



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)



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



PICK UP

Thoughts & Expectations

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

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

