

# Customer User Flow Analysis: AgedCare Compare

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This report details the customer user flow for the [AgedCare Compare](#) platform, which serves as a specialized comparison engine for aged care services in Australia. The flow is designed to minimize friction for the “Sandwich Generation” persona by providing immediate transparency and guided discovery.

## 1. Visual User Flow Diagram

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The following diagram illustrates the primary path a user takes from initial landing to potential inquiry.

## Customer User Flow: AgedCare Compare

Based on the analysis of [AgedCare Compare](#), the customer journey is designed to be streamlined and informative, focusing on transparency and ease of comparison.

### User Flow Stages

#### 1. Landing & Onboarding

- **Entry:** User arrives at the homepage.
- **Onboarding:** A "Welcome to AgedCare Compare" tour popup appears, offering to show the user around.
- **Action:** User can "Next" through the tour, "Skip tour", or close the popup.
- **Primary CTA:** "Start Your Search" or "Learn More" buttons in the hero section.

#### 2. Search & Discovery

- **Input:** User interacts with the search bar (facility name or suburb).
- **Filters:**
  - **Location:** State selection (All States, NSW, VIC, QLD, WA).
  - **Care Types:** Checkboxes for Residential, Respite, Dementia, and Palliative Care.
  - **Price:** Daily fee range slider/input (0 - 500).
  - **Rating:** Minimum star rating selection.
- **Results:** Real-time update of facility cards (e.g., "Showing 12 aged care facilities").

#### 3. Evaluation

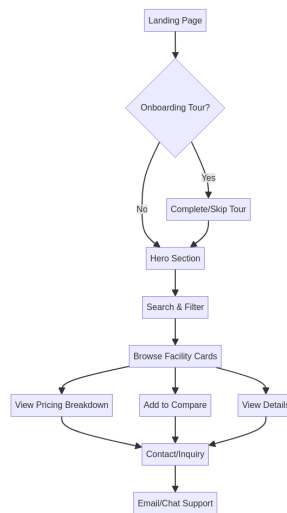
- **Card View:** User reviews high-level data on facility cards:
  - Vacancy status (e.g., "8 Vacancies").
  - Facility name, group, and address.
  - Rating and bed count.
  - Care types provided.
  - **Pricing Breakdown:** Total Daily Fee, Accommodation Payment, and Daily Care Fee.
  - Key Features (e.g., "24/7 nursing care", "En-suite rooms").
- **Interactions:**
  - "View Details": Likely leads to a comprehensive facility page (not explored in initial view).
  - "Compare": Adds the facility to a comparison list.

#### 4. Comparison & Decision Support

- **Action:** User selects multiple facilities using the "Compare" button.
- **Footer Navigation:** Links to "Pricing Guide", "How It Works", and "Resources" for further education.
- **Support:** "Chat with us" widget available for immediate assistance.

#### 5. Conversion/Contact

- **Action:** User reaches out via the provided email ([info@agedcarecompare.com.au](mailto:info@agedcarecompare.com.au)) or uses the chat feature.
- **Secondary Links:** Footer includes Privacy Policy, Terms of Service, and Accessibility information.



## 2. Detailed Journey Stages

The user experience is structured into four distinct phases, as outlined in the table below:

Phase	Description	Key User Actions
<b>Onboarding</b>	A guided tour introduces the platform's core value proposition.	View tour, Skip tour, Start Search.
<b>Discovery</b>	Users input location and care needs to see tailored results.	Search by suburb, Filter care type, Set price range.
<b>Evaluation</b>	Users compare facilities based on transparent pricing and features.	Review vacancies, Compare facilities, View details.
<b>Conversion</b>	Users seek direct support or formalize their search.	Chat with support, Email inquiry, Access resources.

### 3. Key Design Observations

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#### Guided Onboarding

The platform utilizes a proactive "Welcome Tour" popup. This is particularly effective for the target persona who may be feeling overwhelmed and appreciates a guided introduction to complex financial data.

#### Transparent Pricing Breakdown

Unlike traditional brochures that often hide costs, the facility cards provide a clear breakdown of the **Total Daily Fee**, **Accommodation Payment**, and **Daily Care Fee**. This directly addresses the persona's primary pain point: financial uncertainty.

#### Trust Indicators

The inclusion of star ratings, bed counts, and specific vacancy numbers ("8 Vacancies") builds immediate trust and urgency, helping users make informed decisions quickly.

### 4. Conclusion

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The user flow is highly optimized for efficiency. By placing search and filter tools at the forefront and providing standardized comparison metrics, the platform empowers

users to transition from “confused researcher” to “informed decision-maker” in a single session.