

User Journey Map: Aged Care Price Comparison App

This document presents the user journey for the **Sandwich Generation Adult Child** persona.

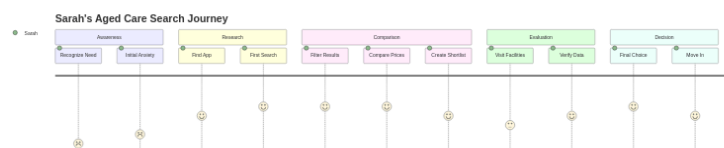
User Journey Map: The Sandwich Generation Adult Child

Persona: Sarah (45), Working Professional & Primary Caregiver

Overview

This journey map outlines the experience of an adult child searching for aged care options for their parent using a price comparison application.

Stage	1. Trigger & Awareness	2. Initial Research	3. Deep Comparison	4. Evaluation & Visits	5. Decision & Transition
User Action	Noticing parent's health decline; realizing home care is insufficient.	Searching online for "aged care prices"; discovering the comparison app.	Filtering by location, price, and quality; saving a shortlist.	Booking tours; verifying app data during visits; consulting family.	Finalizing financial arrangements; signing contract; moving parent.
Thinking	"I can't keep doing this alone. Mom needs more help."	"How much does this even cost? Where do I start?"	"This app makes the pricing so much clearer. Let's see the top 3."	"The facility looks like the photos, but how does the staff feel?"	"It's expensive, but she'll be safe here. We made the right choice."
Emotions	Guilt, Anxiety, Overwhelm	Confusion, Hope, Determination	Clarity, Empowered, Analytical	Critical, Tired, Reassured	Relief, Sadness, Acceptance
Touchpoints	Google Search, Family Discussion	App Landing Page, App Store	Price Comparison Tool, Reviews, Shortlist	Tour Booking Feature, Checklist in App	Financial Calculator, Document Checklist
Pain Points	Emotional weight of the decision; lack of time.	Jargon-heavy sites; hidden costs in traditional brochures.	Comparing "apples to oranges" in service levels.	Discrepancies between online info and reality.	Complex legal and financial paperwork.
Opportunities	Educational content on "When is it time?"	Simple, transparent pricing overview.	Standardized comparison metrics and side-by-side view.	In-app visit checklists and feedback logging.	Integration with financial planning tools.



Key Insights

- **Emotional Support:** The journey is heavily influenced by guilt and anxiety, which the app addresses through transparency.
- **Efficiency:** As a time-poor professional, Sarah values the “Shortlist” and “Comparison” features most.
- **Trust:** The transition from online research to physical visits is a critical trust-building stage.