



Passive Pat

Age 44
Occupation Manufacturing supervisor
Family Wife and one middle-school child

MOTIVATION

I'm really not looking forward to this. I really didn't want the surgery, but my doctor told me it's for the best.

MEMORABLE QUOTE

"Six months to an entire year to get better? You've got to be kidding me. I don't know about this. That's a long time."

LEGEND

- Touch Point/Interaction
- Either/Or Scenario
- Critical Phase
- Pat's Route
- Alternate Route Based on Moment of Truth
- Moment of Truth A critical interaction that determines whether the member continues with their journey.
- Friction Point An interaction that reduces member engagement.

