



**Edward**

- 32, married
- father of a 5-yr old daughter
- living in regional VIC

**Greatest challenge**

- community ignorance of autism
- don't know how to educate his child

**Feelings**

- anxious
- angry
- sad
- stressful

**Goals**

- seeking for support from community
- looking for help from professionals

**Journey Steps**

**Discover**

**Registration**

**Onboarding**

**Access to service**

**Actions**

- Notice his daughter has **communication difficulties** and very **narrow interests**
- Search online and suspect his daughter might have autism

- Learn about **Amaze** on Google search engine
- Browse Amaze's site and find the **link of the online community**
- **Join the community** through the link
- Sign up and agree with the rules

- Figure out how the community works
- Browse different section
- Read **information and experience** shared by other users
- Search for **services**

- **Book** appointment with psychiatrist
- **Share experience** with the community
- **Connect** with parents who are in a similar situation

**Needs and Pains**

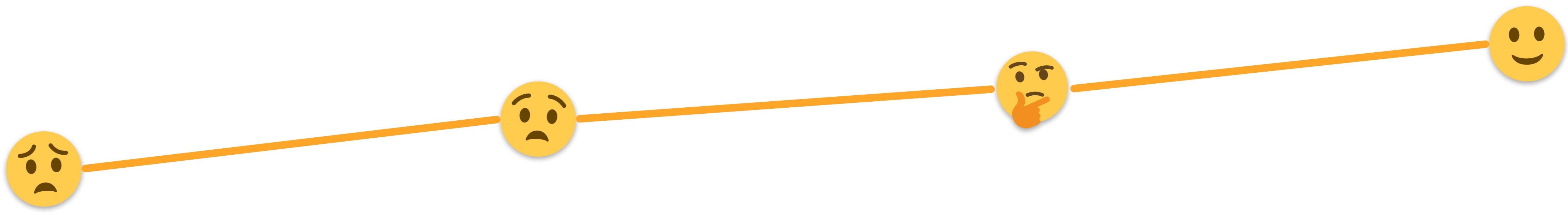
- Worry about his daughter and don't know what to do
- Want to reach out to a psychiatrist who has experience with autistic children

- Trust that Amaze is a reputable organization

- Want to find the service he need quickly
- Worried about privacy
- Want to check the specialization of the psychiatrist before getting in touch

- Want to avoid online scams
- Worry about cyberbullying
- Want to receive confirmation of booking appointment

**Feelings**



**Touchpoint**

- Search engine

- Amaze website
- Entry to Discord channel

- Discord channel
- Discord users

- Link to psychiatrist
- Phone consult psychiatrist

**Opportunity**

- Single hub of information

- Anonymity to create a safe environment

- Community aggregated content
- Open forum for discussion

- Community reviews and recommendation of services