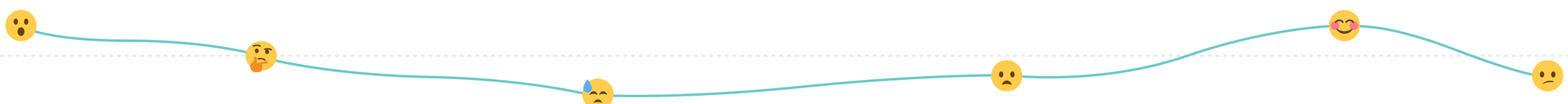
Taipei City Public Daycare Application - Customer Journey Map

PHASE	Hearing about daycare	Learning about daycare	Preparing for application	Registering for daycare	Submitting application	In the waitlist
GOAL	Decide if want to use public daycare	Learn about qualification and regulation	Choose which daycare center to apply	Log into the system and fill out the form	Wait for confirmation	Wait for spot on the waitlist
TOUNCH POINTS	Official Site Brochure Friends PTT Forum LINE Group Chat Facebook	Official Site Official Document Social Bureau Friends Google Search PTT Forum LINE Group Chat Facebook	Official Site Official Document Social Bureau Google Search Google Map Baby Map PTT Forum LINE Group Chat Facebook Facebook	Official Site TaipeiGo Account Application Form	TaipeiGo Account Registration System	TaipeiGo Account Registration System
ACTION	• Hear about daycare from friend or Internet • Browse the official site and search for information	• Read information and daycare regulation on the official site • Search for other information and advice online or ask friends	• Read information and daycare regulation on the official site • Learn about daycare center from non-official channels • Compare daycare center	• Browse annoucement • Sign up a TaipeiGo Account • Prepare required documents	• Log into the system to check progress	• Check waitlist progress regularly • Prepare plan B
MINDSET	• Great service! Can't believe I just knew about them • Affordable but such a long wait	• A lot of regulation there. I am just going to skip • No time to read! I should just apply	• I have to search for a lot of information right after labor! • There're not much review for daycare centers, I have to go to different websites	• Too much info! Skip • How do I start application? • What is TaipeiGo? Why do I have to sign up for it? • Why does it need my passport? • I think I don't need to fill all blanks	• Wow! It confirms pretty quickly	• I don't understand this waitlist...it doesn't go by order • Parental leave is about to over, should prepare plan B

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