Users

EJ

Emma
Eye Care Co Patient
New Patient

32, is a busy professional who values **convenience** and **saving** for the future.

She has previously purchased contact lenses from online retailers but is **now exploring buying directly through her doctor** depending on competitive pricing and built trust.

Dr. Sarah Mitchell
Eye Care Co Optometrist

Staff
Clinic Front Desk Receptionist

Dr.'s app step
Patient's app step

Appointment Scheduling

1. Emma calls the practice to book her annual eye exam and mentions interest in contact lenses.

2. Staff adds Emma as a new patient in Olive.

3. Staff sends notification to Emma's email and SMS.

Patient Profile Setup

4. Emma receives an invite via SMS and email to activate her Olive account.

5. She clicks the link and opens mobile app.
App opens in Profile page.

Does Emma complete her profile at home?

Yes → 6.1 Emma gets to Eye Care Co and is ready for her eye exam and completed all necessary info.

No → 6.2 Emma gets to Eye Care Co and finishes her profile in the waiting area.

Exam and prescription

7. Doctor conducts Emma's eye exam and approves her for contact lenses.

8. Dr. Sarah hands Emma's prescription to Staff.

9. Staff inputs Emma's prescription into Olive.

Staff starts New Order + Staff presents quote to patient

10. Staff opens Olive (desktop)

11. Staff clicks on New Order

12. Staff selects Emma and her approved prescription.

13. Staff sees product details and order subtotal and STARTS the checkout process.

Olive surfaces eligible promotions (e.g., discounts, seasonal offers)

Staff shows to Emma (screen flip) on desktop

Emma decides to wait
She'll "decide later"

While showing Emma on screen flip

Staff lets Emma scan QR code to see the quote on her phone.

AND

Staff also sends email and sms of quote link

Patient Receives Quote

Does Emma scan QR code?

Yes → Emma scans QR code and taps to open → Olive's Cart opens. Shows same info as Dr.'s app. → Minimizes mobile app and leaves clinic

No → She decides to wait. until later to open the link. → Leaves clinic → Later that day → Taps link on SMS or email → Olive's Cart opens. Shows same info as Dr.'s app.

Mobile app checkout process

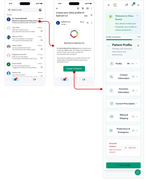
Emma opened her cart and now goes through the 4 steps.

After the order confirmation page, she comes back to Homepage.

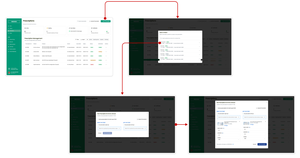
Emma selects supply, purchase options, checks savings, and adds payment method.

Desktop app → New patient entry

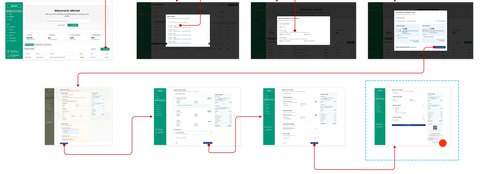
Mobile app → Accepting email Invite



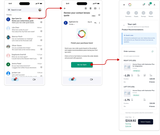
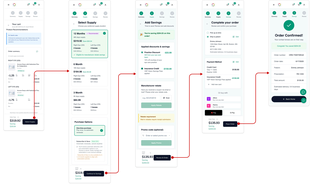
Desktop app → Adding a new prescription for Emma



Desktop app → Add New Order for Emma



Mobile app → Emma opens quote



Mobile app → Emma makes purchase