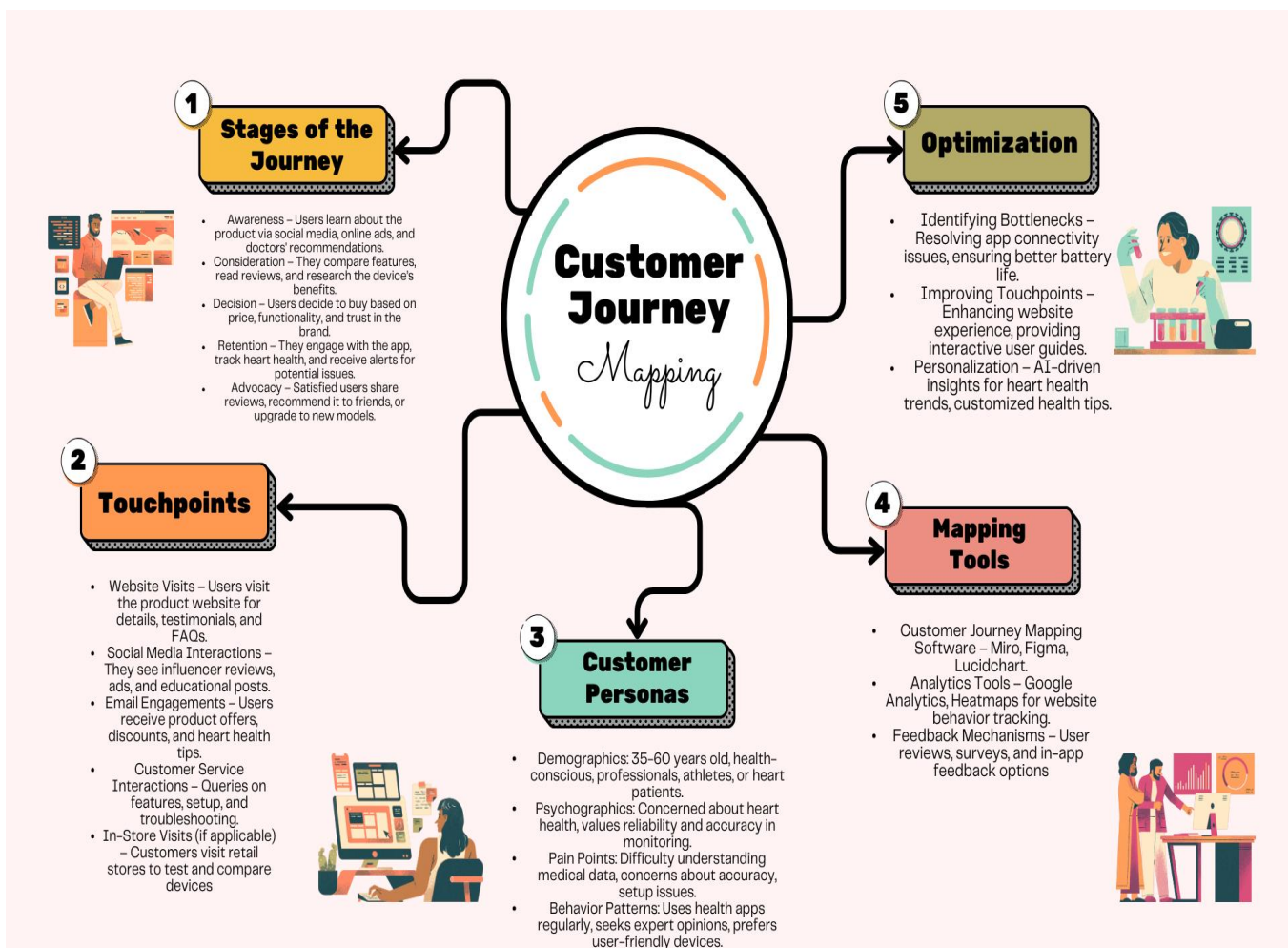**B.Tech(ECE)-QUANTUM UNIVERSITY-1-Task4- Take the same scenario as a reference**

Now, use any online design thinking tool to prepare a customer journey map for the given example

1 **Stages of the Journey**

- Awareness – Users learn about the product via social media, online ads, and doctors' recommendations.
- Consideration – They compare features, read reviews, and research the device's benefits.
- Decision – Users decide to buy based on price, functionality, and trust in the brand.
- Retention – They engage with the app, track heart health, and receive alerts for potential issues.
- Advocacy – Satisfied users share reviews, recommend it to friends, or upgrade to new models.

Customer Journey Mapping

5 **Optimization**

- Identifying Bottlenecks – Resolving app connectivity issues, ensuring better battery life.
- Improving Touchpoints – Enhancing website experience, providing interactive user guides.
- Personalization – AI-driven insights for heart health trends, customized health tips.

2 **Touchpoints**

- Website Visits – Users visit the product website for details, testimonials, and FAQs.
- Social Media Interactions – They see influencer reviews, ads, and educational posts.
- Email Engagements – Users receive product offers, discounts, and heart health tips.
- Customer Service Interactions – Queries on features, setup, and troubleshooting.
- In-Store Visits (if applicable) – Customers visit retail stores to test and compare devices

3 **Customer Personas**

- Demographics: 35-60 years old, health-conscious, professionals, athletes, or heart patients.
- Psychographics: Concerned about heart health, values reliability and accuracy in monitoring.
- Pain Points: Difficulty understanding medical data, concerns about accuracy, setup issues.
- Behavior Patterns: Uses health apps regularly, seeks expert opinions, prefers user-friendly devices.

4 **Mapping Tools**

- Customer Journey Mapping Software – Miro, Figma, Lucidchart.
- Analytics Tools – Google Analytics, Heatmaps for website behavior tracking.
- Feedback Mechanisms – User reviews, surveys, and in-app feedback options

Overview of Customer Journey Mapping for Heart Rate Monitoring Device

The **customer journey** for a **heart rate monitoring device** follows a structured flow from initial awareness to advocacy. Users typically become aware of the product through **advertisements, doctor recommendations, or social media**. In the **consideration phase**, they research features, compare with competitors, and look for customer reviews.

Once they **decide to purchase**, they interact with various **touchpoints** such as websites, in-store visits, or customer support. Post-purchase, users engage with the device, track their heart rate, and use app-based analytics to monitor health trends. If satisfied, they move into the **retention and advocacy phase**, sharing positive reviews and recommending it to others.

To **optimize the experience**, companies need to enhance **customer support, improve user onboarding, and personalize health insights**. Using **analytics and customer feedback**, they can address pain points like **battery life, accuracy concerns, and complex setups** to ensure better engagement and long-term customer satisfaction.

Would you like a **detailed visual map** for this?