

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

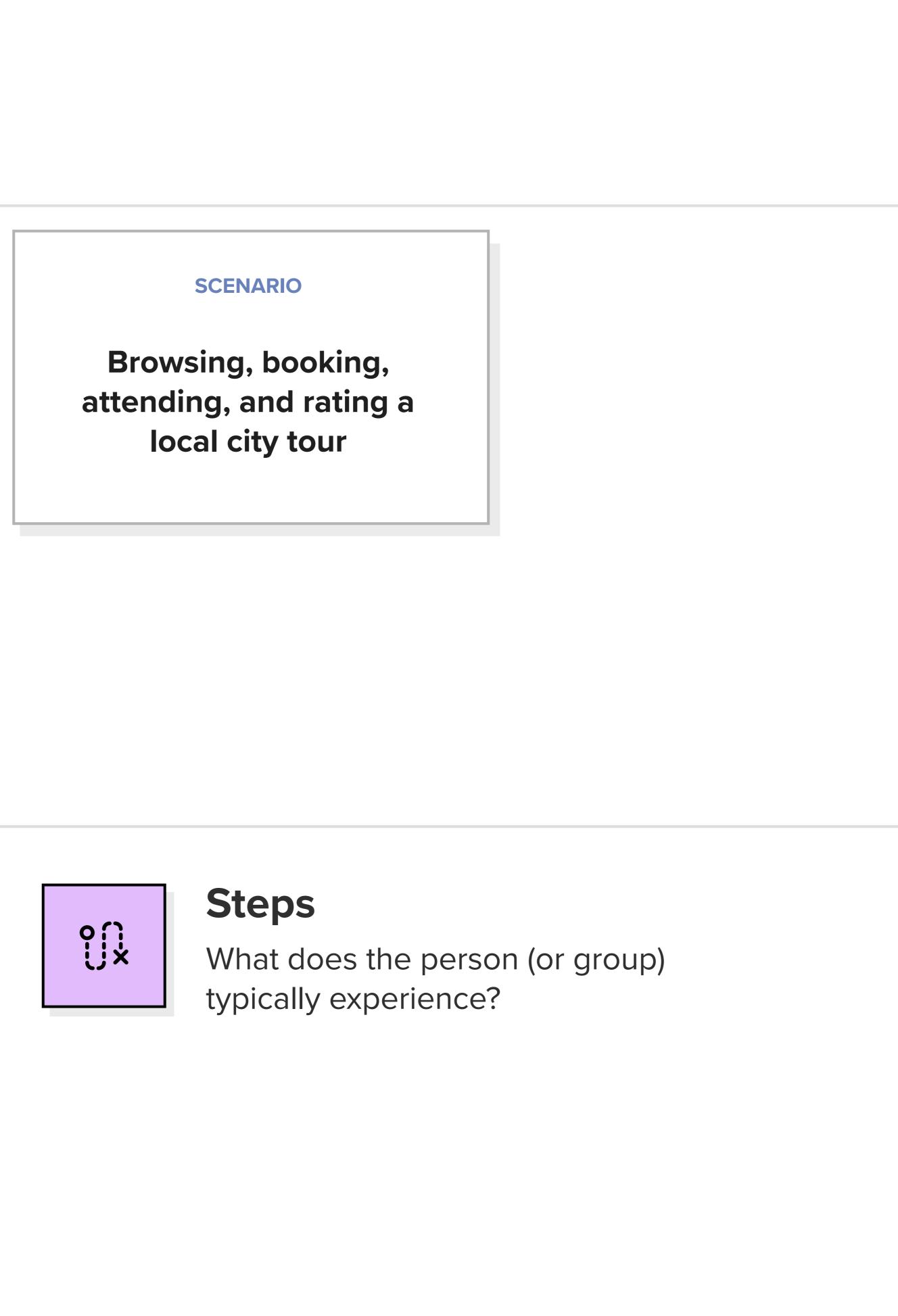






Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



By searcing through online

Enter

What do people

experience as they

begin the process?

Finding our prediction dashboard

Create user account

Visualize the information of prediction

Engage

happens?

In the core moments

in the process, what

Paviaws of t

Reviews of the users about prediction system

Easy to access and visualize the prediction



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

Interactive
Dashboard for heart
disease prediction

Disease prediction at online

Interaction with dashboard

view the results from dashboard

User gives their

problems as their

input to prediction



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to check whether disease is having or not

Help me to get awareness about my health condition

Quick prediction for the given Symptoms

Emotional support, empathy and respect

Maintain good health

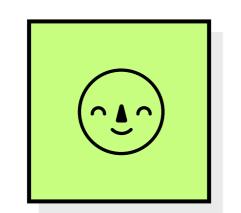
Exit

What do people

typically experience

as the process finishes?

Awareness about heart diseases



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Detailed information about disease

Feel about their heart

conditions

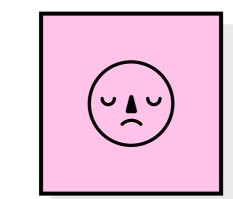
Easy to access and visualize the prediction

Positive results from prediction

Clear information communication

Detailed explanation about disease

Improved Prediction system



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Bewilderment

Trust

User friendly environment

Knowing health condition from home

Cost - effective method



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Suggestion to avoid heart disease

Displaying Symptoms related to heart disease

Healthy Lifestyle Recommendation Learn about treatment and Self

Staying informed about dieases

Incorporate new desired activities