

Customer Experience Journey Map

Customer Journey Map-Heart Disease Analysis	AWARNESS	EXPLORATION	ANALYSIS	DECISION	ACTION
OBJECTIVES	Understand personal heart health and check if there is any risk.	Explore dashboards and view health indicators like BMI, sleep, smoking, etc. Needs:	Compare personal data with trends to identify risk level.	Decide whether lifestyle changes or medical consultation is needed.	Improve lifestyle and monitor heart health regularly.
NEEDS	Basic information about heart disease and simple tools to assess risk.	Easy-to-read visual dashboards and clear explanations.	Accurate insights and meaningful comparisons.	Actionable recommendations and guidance.	Continuous tracking and simple follow-up insights.
FEELINGS	Curious but slightly worried about health.	Easy-to-read visual dashboards and clear explanations.	Accurate insights and meaningful comparisons.	Motivated but uncertain.	Hopeful and confident.
BARRIERS	Lack of awareness and not knowing where to start.	Complex graphs and medical terms.	Fear of bad outcomes and lack of confidence in understanding data.	No clear next steps or professional advice.	Hopeful and confident.