

Customer Journey Map

Project Name: HematoVision – Blood Cell Classification

Team ID: LTVIP2026TMIDS47037

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Customer Journey Phases

Phase	Actions	Thoughts	Pain Points	Opportunities
Awareness	Learns about HematoVision system	"Can this help me classify blood cells faster?"	Unaware of AI-based solutions	Educate users via demo or brochure
Consideration	Evaluates the system	"Is it accurate and reliable?"	Doubts about AI accuracy	Provide trial version or case studies
Onboarding	Registers and logs in	"How easy is it to upload samples?"	Interface complexity, initial learning curve	Provide simple tutorial and onboarding guide
Usage	Uploads blood samples & runs classification	"Will it reduce errors and save time?"	Occasional model errors or slow processing	Optimize AI model & interface
Reporting	Views generated report	"Is the report accurate and detailed?"	Hard to interpret raw results	Generate visual charts & summaries
Feedback	Provides feedback for improvement	"Does my input improve the system?"	No clear feedback channel	Implement user feedback mechanism
