

## Customer Journey Map

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Team ID	LTVIP2025TMID31711
Project Name	HealthAI: Intelligent Healthcare Assistant Using IBM Granite

### Customer Journey Map for HealthAI

**Scenario:** Using HealthAI for Symptom Check and Treatment Advice

Steps	Experience	Interactions	Touchpoints	Places	People	Positive Moments	Negative Moments
Awareness	Learns about HealthAI through social media or health campaigns	Ad click, blog, video	Instagram, YouTube, website	Mobile/Desktop	None yet	"Looks promising!"	Unclear purpose
Visit Website/App	Opens HealthAI on browser or mobile	Button clicks, text input	HealthAI homepage, Streamlit app	At home	None	Easy to access	None
Profile Setup	Fills health info (age, gender, etc.)	Form fields	Streamlit UI	Phone/Desktop	Self	Simple form	Might skip details
Symptom Checker	Describes symptoms in own words	Chat input	AI chat interface	Any location	AI Assistant	Easy, natural interaction	Typo confusion
Disease Prediction	Sees likely condition name	AI model output	IBM Watson response	Online	AI Model	Clear answer	Worry about accuracy
Treatment Suggestions	Gets advice & home remedies	AI-generated text	IBM Granite model	Online	AI Model	Detailed help	May want second opinion

Chronic Management	Logs data (glucose/heart rate)	Form input	HealthAI UI	Home	Self	Good habit-building	Forget to log
View Analytics	Sees trends over time	Graphs & tables	Dashboard	Home	Self	Visual insights	Might misread