**Customer Journey Map**

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| Date | 19/05/2025 – 30/06/2025 |
| 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

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| **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 |