



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.

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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.

Visualizing and Predicting Heart Diseases with an Interactive Dash Board	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Searching through online Hearing from neighbours With Doctor's advice	Data Visualization Viewing Dashboard Creation of user account	Visualize the information of prediction User gives their problem as their input to prediction system Reviews of the users about prediction system	Effectively predict the heart disease Know about the patient's healthcare User can understand his/her disease	User gets a clear idea about his health Know about the regular exercise Know about healthy diet
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	Interact with the doctors Websites, mobile, social media Keyboards, Mouse	Filling up the registration Interactive Dashboard for heart disease prediction Online disease prediction	Interaction with Dashboard It can identify patients at risk of disease or health conditions View the results from Interactive Dashboard	The heart disease prediction can be helpful to access the Doctor's advice Website (on Webpage)	Formal resources provide ongoing, timely support when needed to get immediate advice Relaxed with the neighbors about the treatment
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To prevent a heart disease prediction model for the prediction of occurrence of heart disease Predict the patient's blood pressure, cholesterol, etc.	Determine if a patient should be diagnosed with heart disease or not Checking the heart condition and getting awareness about the heart condition	Minimize the cost of clinical test Quick prediction for the given symptoms	Maintain good health Awareness about heart disease Improve cardiovascular health and quality of life	The best diet for maintaining or preventing heart disease The goal of treatment is to avoid heart diseases with good treatment
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Early communication with doctors and treatment initially The heart disease prediction is helpful for doctors to take decisions	The beginning of the heart disease prediction to be collecting the data of the patients Gathering of the patients details in long-term time to patients healthcare	Positive results from the prediction Clear information and communication between Doctor and Patient	Detailed explanation about the disease and its report Improved prediction system	The heart disease prediction techniques can be used for future prediction The data obtained from the user can be used for future medical decisions
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting enough physical activity can lead to heart disease High blood pressure is a major risk factor for heart disease	Fear about their health condition It can also increase the chances of having other medical conditions that are risk factors, including obesity and physical inactivity	Will it be user friendly?? The accuracy of the result	Believing the result Report based on the prediction	Use this report for future disease
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The patients initially care about the facility of the hospital	Suggestion to avoid heart disease Displaying symptoms related to heart disease	Healthy Lifestyle Recommendation Learn about the self-care and treatment	Staying informed about the disease Incorporate new desired activities	Taking control of your heart health may seem like a daunting challenge. Social Sharing