Project Design Phase-II
Analytics For Hospitals' Health-Care
Team ID: PNT2022TMID04371
Customer Journey Map

Link:

https://app.mural.co/t/ibmteam5354/m/ibmteam5354/1666065147638/f2bade4de1d5ba1 8d49e7ba8359a5c48971ca932?sender=u90d450ff0860ecb4e38c4155

To predict the LOS of patient to allocate resource effectively

	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?	Advertisement / People recommendation / Through hospital website and banners. People will get to know about the application through Ads and social media. The patient will get to know about the application by interacting with other patient who has used the application. Hospital may advertise about the application through their website	People approach the hospital health care management / Hospital staff upload patient data / Prediction time. Patient approach the hospital staff for their prediction of length of stay. Patient data will be uploaded in the model. The prediction of LOS of the patient will be done	Outcome of predictoin / Resource allocation / Implementation. Use the predicted value / Using the result allocate resource / Allocate time and staff accordingly	Better Functioning / Efficient Management. Health care management worket find it easy / Health care management allocate resource efficiently	Calm working nature / Easy montrk completion. Staff will work in calm nature without any last minute onesity / The works will be completed easily
Interactions What interactions do they have at each step along the way? ■ **People:** Who do they see or talk to? ■ **Places:** Where are they? ■ **Things:** What digital touchpoints or physical objects would they use?	Website application / Interact with other patient / Doctor's advice	With hospital staff / With application(mobile or website) / With application(Mobile or website)	Interact staff,application technician	Interact staff,application technician	Interact staff,application technician
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help to find the LoS of patient / Help to optimize the resource	Help to find the application / Help to find how to access the application	Helpful to find how to predict the outcome / Help me to allocate resources	Help to find how to use the predicted details in resource allocation / To schedule staff and other resources	Helpful to do works easily / Helpfull in preplanning
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited to know about the application / It is good to know LOS in earlier	Prediction of LOS of patient will be more helpful in being more productive / Helpful in scheduling	Helpful in resource allocation	Reduce the last minute anxiety	Helpful in pre planning
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Difficulty in accessing the application	Insufficient data / Error in prediction	Find difficulty in implementation		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Better advertisement Easy accessing / Adding details in the front page of the website	Upload wide variety of data / Make accurate prediction	Application user Onscreen guide or application tour / Make it simple	Collect feedback from people	Improve the efficiency