



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.

Created in partnership with  Product School

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




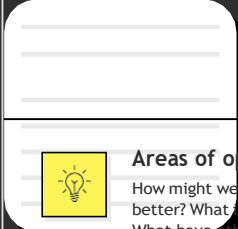
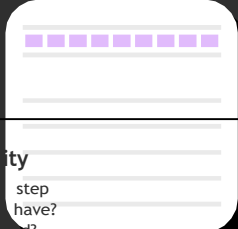

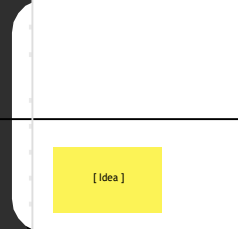


Document an existing experience

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.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	<div><div>SCENARIO</div><div>Predicting the length of stay in hospitals</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps What does the person (or group) typically experience?</div></div>		<div><div>Hospital Advertisement</div><div>Hospital initially educate the user to know about the model</div></div> <div><div>Though Social Media</div><div>People have to know about the process of the model though social media advertisement</div></div>	<div><div>Email confirmation</div><div>An email immediately sends to confirm the user login.</div></div> <div><div>Clearly Visible</div><div>Availability of the beds, hospital details are clearly displayed.</div></div> <div><div>User Friendly</div><div>The dashboard is user friendly, any one can easy work on that.</div></div>	<div><div>Outcome of prediction</div><div>use the predicted value</div></div> <div><div>Resource allocation</div><div>Using the result allocate resource</div></div> <div><div>Implementation</div><div>Allocate time and staffs accordingly</div></div>	<div><div>Efficient Management</div><div>Health care management allocate resources efficiently</div></div> <div><div>Feedback</div><div>Collect the feedback form from the patients about the hospitalization</div></div>	<div><div>Enhance</div><div>Enhance the management</div></div> <div><div>Extending</div><div>Extending in the features in the dashboard</div></div>
<div><div></div><div>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?</div></div>		<div><div>Registration through Form</div></div> <div><div>Registration through Gmail</div></div> <div><div>Registration through LinkedIn</div></div>	<div><div>The dashboard will be available to meet the user's demand in steady manner and the dashboard will be understandable by the user.</div></div> <div><div>The dashboard can be created using IBM Cognos Analytics to display the different ranges of the Length of Stay with respect to their type of disease and with respect to the severity of corresponding disease.</div></div>	<div><div>Machine learning (ML) methods can use large amounts of available data to predict individuals who are availing medical facilities</div></div> <div><div>Doctor's interaction</div></div>	<div><div>Leave a review modal window on the websire profile</div></div> <div><div>Direct interaction with staffs in the hospital (doctors,nurse)</div></div>	<div><div>Customer's email (software like Outlook or website like Gmail)</div></div> <div><div>Recommendations span across website, iOS app, or Android app</div></div>
<div><div></div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>		<div><div>Help me to fnd right application</div></div> <div><div>Help me to correct the mistakes while filling the details</div></div> <div><div>Help me to get notified at the right time</div></div>	<div><div>Help me to commit the right details of patients at the right time</div></div> <div><div>Help me to validate whether the email id, I have entered is correct or not</div></div> <div><div>Help me to get confirmed after entering email id</div></div>	<div><div>Help me feel confident about reaching the health care</div></div> <div><div>Help me to get the courage for taking the decisions</div></div>	<div><div>Help me to leave the website with good feelings and satisfaction</div></div> <div><div>Help me to provide a good feedback after using the website to others</div></div>	<div><div>Help me see what I could be doing next</div></div> <div><div>Help me to encourage other enroll more</div></div>
<div><div></div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>		<div><div>We feel free to access website at any time</div></div> <div><div>We get notified at the right time makes them feel more attractive towards our application</div></div>	<div><div>We get excited for our patients recover</div></div> <div><div>It is very essential to get notified to patients,when they are in need</div></div>	<div><div>This application tends to be so good,Since the information provided were true</div></div> <div><div>This application tends to be so good,Since the information provided were true</div></div> <div><div>We get a satisfaction feeling</div></div>	<div><div>People while leaving the application feels motivated and inspired</div></div> <div><div>We feel pleased</div></div>	<div><div>We think people like these recommendations because they have an safe place to stay</div></div>
<div><div></div><div>Areas of opportunity How might we do this better? What have we learned? What have others done better?</div></div>	<div><div></div><div>Step 1</div></div> <div><div></div><div>Step 2</div></div> <div><div></div><div>Step 3</div></div> <div><div></div><div>Step 4</div></div>	<div><div>Could we able to view the past history details?</div></div> <div><div>Could we get notification twice?</div></div>	<div><div>Could we get notified by,SMS too?</div></div> <div><div>Could we get post,when the patients not connect to network</div></div>	<div><div>Could we get gps location tracker and to check trueneess of the location</div></div> <div><div>Could we get acknowledgements about their details</div></div>	<div><div>How might we progressively disclose the full review so that each step feels more simple</div></div> <div><div>How might we totally eliminate this awkward moment?</div></div>	<div><div>How might we know the recipients feels good and healthy?</div></div>