

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	16 Sep 2022
Team ID	PNT2022TMID28983
Project Name	Analytics for Hospital and Healthcare Data

PHASES	PHASE – I Emergency Case (COVID – 19)	PHASE – II Hospitalization	PHASE – III Length of Stay of Patients	PHASE – IV Resource Allocation	PHASE – V Periodical Reports	PHASE – VI Follow-up Consultation
User Action	COVID-19 +ve patients will have the necessity of to be admitted in hospital	Hospital Management and Staffs are responsible to hospitalize the patients	The Doctors and Nursing staff should take the account of LoS of Patients	The essential resources for treatments allocated	The Data on each patients are explored and reports are created	Further Doctor consultation is important for being aware of the prevailing situation.
Touch Point	COVID-19 Test and Results	Physical mode of Admission	Analysing the severity of virus affected	Analysing the patient's condition	Reports on Pharma portal	Android Application or Video Conference
Overall Experience	Difficulties in reaching the hospitals	Admission process may be long	The extreme LoS may affect the hospital Staffs	Difficulties may rise in timely allocation of resources	Positive Reports on patients are expected	A good Consultancy
Emotions	Tensed	Tensed	Tensed	Tensed	Positivity	Relief from disease
Expectations	Facility to reach near by Hospital	Immediate Treatment	LoS	Timely resource allocation	Expected Reports	A Good Doctor to Consult