

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	10.10.2022
Team ID	PNT2022TMID44298
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 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.	Length of Stay	Timely resource allocation.	Expected Reports.	A Good Doctor to Consult.