1 Visualize the **CUSTOMER** and **EMPLOYEE** interactions and touchpoints using Journey Mapping

Working as a group, map the experience of the people your hospital management leveraging the patient lifecycle. Include patient behaviors, touchpoints, and attitudes/emotions. Next, map the experience of the doctors. Engaged in facilitating and delivering the patient experience. Include internal processes, teams/groups, systems/tools and pain points. 45 minutes

	1	2	3	4	5	6	7	8
PHASE — What are the high-level phases across the customer journey?	TO VIEW DASHBOARD AND GET INFORMATION		VISUALIZATION,ANALYZATION,EXPLORATION			SELECT		

CUSTOMER EXPERIENCE

	1	2	3	4	5	6	7	8
CUSTOMER BEHAVIORS — What are the actions taken by the Patient?	To view the Dashboard	To Update the dashboard	To Analyse the dashboard	To Get necessary details from dashboard				
TOUCHPOINTS — What channels does the customer use to reach you?	Customers can edit their Queries by Query by message. (Touchpoint)	Customers can also use the Help to understand the working of the dashboard. (Touchpoint)	Customers can reach to the Helpdesk facing technical problems. (Touchpoint)					
ATTITUDES + EMOTIONS — What attitude or emotion does the journey evoke?	Eye catching Interface makes the Dashboard makes pleasant view	To access the dataset easily and quickly thus stress free	Interactive Dashboards are used to make customer can change views anyone as it reduces frustration					

EMPLOYEE EXPERIENCE

	1	2	3	4	5	6	7	8
INTERNAL PROCESS — What are the steps taken internally to support the customer behavior?	Visualization helps Customer to abstract the necessary values	Exploration helps to Pictorial representation for customer understanding	Interaction between customer and developer's dataset can be possible due to interactive dashboards.					
TEAMS + GROUPS — What teams and groups are engaged in delivering the experience?	Can form a team and to solve the problem faces by the customer	The team must develop the solution and deliver efficiently to the customer	The dashboard helps the team to overlook the issues faced by the customer					
SYSTEMS + TOOLS — What systems and tools are used to deliver the experience?	Cognos Analytics	Visualization Tools	Exploration Tools					
ATTITUDES + EMOTIONS — What attitude or emotion does the journey evoke?	Employee Helps the customer for understanding the dashboard using Help section	Customer can contact the Employee for Doubt in dashboard in Query	Employee and Customer can convert through the Dashboard					

2 Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find issues or opportunities in the customer and employee experience 30 minutes

Phase:

Phase:

Phase:

3 Prepare 'needs statements' by framing 'moments of truth'

Using the moments of truth, frame the issues and opportunities into the form of the following sentence: (Persona) needs (verb) to ____ so that ____. Identify themes/clustering from similar ideas. 30 minutes

4 Flag the most compelling areas of focus using Visualize the Vote

Quickly vote for the moments and ideas that you think are the most compelling areas of focus. 15 minutes

Share your feedback