PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	13 October 2022
Team ID	PNT2022TMID39833
Project Name	Analytics For Hospitals' Health-Care Data
Maximum Marks	2Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Onboarding and First Use How can they feel successful?				Sharing Why would they invite others?		
Actions What does the customer do? What information do they look for? What is their context?	Length of stay	To search for bed Availability	Collecting the report	Checking the severity of disease		Allocating the bed	Skilled Doctors	About the treatment and care	Room Facilities
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Patient Details	Regular Health checkups	Undergo pain and side of effects of the treatment	Cannot afford Treatment	Availability of Doctors and Nurses	Get Frustrated	Alternate Hospital	Treatment Satisfaction	Mind set of the Patient
Touchpoint What part of the service do they interact with?		Hospital with Better Care	Proper bed Facilities	Availability of Resources and correct Time	Active co-operation of Patient	Predicting length of stay	Opinion of their treatment	Discharge of Patient	
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions	🤯		😠				🥳		
Backstage									
Opportunities What could we improve or introduce?	Using previous Records		Bed allocation differ based on				Doctor Patient Rapo		
Process ownership Who is in the lead on this?	🪪 Patient		🪪 Patient				🩺 Hospital and Patient		