

Customer Journey

Phases	Phase 1		Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Activities Performed Emotions Overall Experience Customer Expectations	Installing software/ Application		Registration	Customer upload's health data	Analysing Health data	Obtain result	Sharing/ Review
	Curious to try the software/Application		Curious to register	Curious to upload data and try the application	Worried about whether the result will be positive or negative	Happy to see better results based on provided data	Happy/ Sad based on the result
	Good		Good	Very good	Excellent	Excellent	Excellent
	Application shall be easy to use		Easy registration process	Easy upload of health data	Quick Analysis	Accurate results	Easy to share and download