




Project Design Phase-II

Customer/ User Journey map

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| Team ID | PNT2022TMID53255 |
| Project Name | Analytics For Hospitals' Health-Care Data |
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| 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? |
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| 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? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Patients details Regular health checkup | Undergo pain and side effects of the treatments Cannot afford treatments Availability of doctor and nurses Get frustrated | Alternate hospital Treatment satisfaction Mindset of patient |
| Touchpoint What part of the service do they interact with? | Hospital with better care | Proper bed facilities Availability of resources at correct time Active co-operation of patients Predicting length of stay | Opinion of their treatment Discharge of patients |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😬 | 😞 | 😬 |
| 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 |