




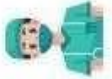


**Project Design Phase-II**  
**Customer/ User Journey map**

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Team ID	PNT2022TMID53212
Project Name	Analytics For Hospitals' Health-Care Data
Team Members	Jaikishore R Duvicksha U Chitiprolu Prathyusha Kapireddy Charitha

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Length of stay</div> <div>To search for bed availability</div>	<div>Collecting the report</div> <div>Checking the severity of disease</div> <div>Allocating the bed</div>	<div>Skilled Doctors</div> <div>About the treatment and care</div> <div>Room facilities</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Patients details</div> <div>Regular health checkup</div>	<div>Undergo pain and side effects of the treatments</div> <div>Cannot afford treatments</div> <div>Availability of doctor and nurses</div> <div>Get frustrated</div>	<div>Alternate hospital</div> <div>Treatment satisfaction</div> <div>Mindset of patient</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Hospital with better care</div>	<div>Proper bed facilities</div> <div>Availability of resources at correct time</div> <div>Active co-operation of patients</div> <div>Predicting length of stay</div>	<div>Opinion of their treatment</div> <div>Discharge of patients</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			
<b>Backstage</b>			
<b>Process ownership</b> Who is in the lead on this?	<div>  <div>Patient</div> </div>	<div>  <div>Patient</div> </div>	<div>  <div>Hospital and patient</div> </div> <div> <div>Doctor patient ratio</div> </div>