

# Project Design Phase-II

## Customer Journey Map

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Project Name	Classification of Arrhythmia by Using Deep Learning with 2-D ECG Spectral Image Representation.

Template



### Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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#### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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As you fill steps in the experience, share how you plan to build on it or get feedback from customers. You can do something like:

Overview Briefing, looking, attending, and ending a local city tour	Entice (How does someone go from becoming aware of it to purchase?)	Enter (Where do people experience our thing, and how do they get there?)	Engage (What are the main moments in the process, and what happens?)	Exit (What do people do, specifically, upon leaving? What do you want them to do?)	Extend (What suggestions offer that experience is worth it?)
<b>Steps</b> What steps does someone take to use it? (What is the experience?)	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it
<b>Interactions</b> What interactions do they have with it? (What are the touchpoints?) • People: Who are they talking to? • Places: Where are they? • Things: What are the objects and/or physical objects they use?	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it
<b>Goals &amp; motivations</b> What are the goals and motivations? (What are the goals and motivations?)	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it
<b>Positive moments</b> What moments does a typical person find enjoyable, delightful, or useful?	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it
<b>Negative moments</b> What moments does a typical person find frustrating, annoying, or difficult?	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it
<b>Areas of opportunity</b> How might we make each step better, more enjoyable, or useful?	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it	How people are made aware of it How people are made aware of it How people are made aware of it