Project Design Phase-II
Customer Journey Map

Date	13 October 2022
Team ID	PNT2022TMID07118
Project Name	Project - A Gesture-based Tool for Sterile Browsing of Radiology Images
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	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?	To achieve a disease free environment	They can trust us because our intention is to provide them with a sterile environment / which in turn helps them to maintain a good health / As we are developing a product which is based on AI technology, which is the foreseeable future	Once they start using this tool they can see a drastic drop in the disease count which will make them feel secure and happy / After their first use of this tool, its performance of flip, resizing, etc...will make the work of medical professionals easy / Since there will be no bugs or errors in the product their usage will be smooth	Since it simplifies the whole process they will feel like sharing this to other medical professionals / Since our product is malware free/virus free they would suggest this product for others / They will recommend this to other medical professionals because we are using the most accurate algorithm
Touchpoint What part of the service do they interact with?	Web cam or camera	We use IBM Cloud to deploy the product so the user knows that it is a legitimate company so the user knows they can trust them / We send a confirmation link to the user after their registration in our website / They can trust us because we will handle their user credentials with extremely good security	Space sufficient / Even a small object like web camera can cause huge impact on a product like gesture based tool / Cost efficient which makes them feel good because they will be saving lots of money	Since it involves less infrastructure which will be useful for everyone in saving their money / This program will run in any camera not only in advanced camera which makes most of the users decision comfortable to choose our product
Customer Thought What is the customer thinking?	Wow! That's new	I'M IN	"It is easy to use"	This is a great product! I am going to recommend this to other people.
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😍 😎	💯 🤝	😇 📈 ✅	👨‍⚕️ 👨‍⚕️
Process ownership Who is in the lead on this?				
Opportunities What could we improve or introduce?	We could also include face recognition not only gestures	Emotion recognition/detection can also be introduced	We can also give more image processing options rather than resize, blur, flip, rectangle the image	We can also build a chat room where all the medical professionals can discuss about the radiology images

miro