CUSTOMER JOURNEY MAP

Project: VISUALIZING AND PREDICTING HEART DISEASES WITH AN INTERACTIVE DASHBOARD

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Journey Steps	Diagnosis	Post-Diagnosis	Long-term Follow-up
Points of Contact	Ambulance / Urgent care / Specialist	Specialist / Rehabilitation / Primary care	Primary Care / Specialist / Dashboard For prediction
What happened?	Heart attack Routine treatment	Waiting time Rehabilitation / Resume activities / Possible 2nd heart attack	Possible future heart attacks / new life / Earlier prediction
Touchpoint	• Time consuming • High cost • Should get an appointment from doctor	• Coping after a diagnosis of heart disease will results in Emotional distress, also impact on symptoms of heart disease • Limit diagnostic accuracy	• Lack of System, • Facing network issues
Customer Feeling	Fear Disbelief Bewilderment	Trust	Forgetfullness Feeling well Happiness
Opportunities	Besides blood tests and a chest X-ray, tests to diagnose heart disease can include:ECG which is quick and painless test.	To diagnose heart diseases technologies will help most.Wearable devices, smartwatches can monitor heart rate and improve our overall wellbeing.	To predict the heart disease , K-means clustering algorithm(Many machine learning algorithms) is used along with the data analytics and visualization tool.
Patients empowerment needs	• Acquiring general information about the disease. as well as personalized information to be able to return to everyday activities. • Being able to recognize possible new symptoms and warning signs. • Psychologically accepting Understand and manage fear and uncertainty; stop rumination; keep a positive attitude. • Overcoming initial impact to incorporate healthy lifestyle recommendations.	• Obtaining personalized information: risk factors, ejection fraction, personal limits of physical activity, etc • Persisting in the search for adequate and trustworthy healthcare. • Adapting to a heart-healthy diet. • Learning about treatment and self-care: sublingual administration of nitroglycerine, checking blood pressure and heart rate, relaxation techniques, etc.	• Continuously remembering to maintain healthy habits and psychological self-care. • Adopting motivational techniques to adhere to medication, heart-healthy diet, and exercising regime after the first months/years. • Maintaining healthy habits over time (challenge). Staying informed about the disease.. • Planning treatments and long-term follow-ups.

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