

# DATA ANALYTICS FOR HEALTH CARE

PROJECT DESIGN PHASE – II CUSTOMER JOURNEY MAP

TEAM ID : PNT2022TMID23028

Persona

Patients

Scenario

Patients can check information through virtual mode

Awareness

Consideration

Conversion

Customer service

Loyalty

User actions

Improve efficiency

Provide insights

Browsers, Websites

To find Best apps

Debit card

To start working out

Downloading app

Live chats are available

Helpline to solve issues

Safe and secured

Confidentiality

Touchpoints

Browser

Notification

Category page

Error page

Links

Bills

Product page

Helpline

Payment

Login

Signup

Emotions



Pain points

Too many steps to get to desired goal; confusing or boring web layout

Checkout page doesn't support all credit cards

No follow-up continuously

Possible solutions

Build more effective landing page based on banner ad for specific product searches; build clearer navigation links and category pages

Clarify checkout page to show accepted payment options, or work to support more payment methods

schedule to be announced fastly