

## Customer Journey Map

# ARRHYTHMIA CLASSIFICATION

Team ID	PNT2022TMID23017
Project Name	Project - Classification of Arrhythmia by Using Deep Learning with 2-D ECG Spectral Image Representation
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**SCENARIO – Classification of arrhythmia with ECG spectral image using deep learning.**

STEPS	<p><u>Initial Awareness</u> - During the diagnosis of arrhythmia symptoms.</p> <p><u>Initial Experience</u> - A message in the dashboard requesting ECG image upload.</p> <p><u>Core Moment</u> - Waiting for the algorithm to classify the arrhythmia type.</p> <p><u>End Of Process</u> - Display of correct arrhythmia type along with technical details.</p> <p><u>After The Process</u> - Result is used by the user to provide patient with the correct treatment or generate a report.</p>
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## INTERACTIONS

Initial Awareness - The user (doctor) may be prompted to use the application once an ECG scan of the patient has been obtained.

Initial Experience - The user interacts with the dashboard to upload the ECG image.

Core Moment - The user waits while the algorithm works.

End Of Process – User gets the result displayed on the dashboard in the form of a document.

After The Process – The user can print the results, download it or mail it as he/she sees fit.

## GOALS AND MOTIVATIONS

Initial Awareness – *“I use this application to save me the bother of analyzing ECG scans and classifying arrhythmia types.”*

Initial Experience – *“I wanted to upload the image so I could have it analyzed by the application.”*

Core Moment – *“I was waiting for the algorithm to do its job while I was guessing what results it might show.”*

End Of Process – *“I’m expecting quick and accurate results.”*

After The Process – *“I wanted a quick way of generating a report for documentation purposes.”*

## POSITIVE MOMENTS

Initial Awareness – *“Every time I get an ECG scan, I’m reminded of how much time this application saves me.”*

Initial Experience – *“The dashboard was easy to navigate.”*

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## NEGATIVE MOMENTS

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Core Moment – “I didn’t have to wait too long for the results.”

End Of Process – “The results had everything I needed.”

After The Process – “It was quick to turn the results into a physical report.”

Initial Awareness – “As an experienced cardiologist, I was reluctant to let machines do my job.”

Initial Experience – “The dashboard although quick to work with wasn’t very attractive.”

Core Moment – “I expected less processing time.”

End Of Process – “The results were sometimes wrong.”

After The Process – “Wrong results forced me to redo the process.”

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## AREAS OF OPPORTUNITIES

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Initial Awareness – The advantages of automation must be stated to consumers to help them realize this application’s effectiveness.

Initial Experience – The dashboard will be made more attractive to look at.

Core Moment – Processing time can be minimized by making the entire code more efficient.

End Of Process – The accuracy can be increased by training the algorithm with more data.

After The Process – The results may be formatted to be easily turned into pdf documents.

