

Project Design Phase II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID18388
Project Name	Analytics for Hospitals' Health-Care Data
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Customer Journey Map

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.

Analytics for Hospitals' Health-Care Data

TIP

As you add steps to the experience, then add those that are right depending on the scenario you are focusing on.

TEAM ID : PNT2022TMD39445

	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Scenario To predict the length of stay (LOS) for a patient, so that hospital can use the information to optimize resource allocation and better functioning.					
Steps What does the person (or group) typically experience?	<div>Discover</div> <div>Research</div> <div>Investigate</div> <div>Learn more</div> <div>Start working</div>	<div>Initial patient data</div> <div>Start to process the data</div> <div>Final data</div>	<div>Discovery of problem</div> <div>Research discovery</div> <div>Engagement</div>	<div>After functioning</div> <div>Repeat engagement</div>	<div>Repeat research</div> <div>Repeat research</div> <div>Researcher</div> <div>Researcher</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Mobile app</div> <div>Web portal</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div>	<div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div>	<div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div>	<div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div>	<div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div> <div>Mobile app</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>	<div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div> <div>Help me to find the data</div>