







ANALYTICS FOR HOSPITAL'S AND HEALTH – CARE DATA

TEAM ID: PNT2022TMID06414



CUSTOMER JOURNEY

(PROJECT DESIGN PHASE-II)

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	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?	<div>Length of stay</div> <div>To search for bed availability</div>	<div>Collecting the report</div> <div>Checking the severity of disease</div> <div>Allocating the bed</div>	<div>Skilled Doctors</div> <div>About the treatment and care</div> <div>Room facilities</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Patients details</div> <div>Regular health checkup</div>	<div>Undergo pain and side effects of the treatments</div> <div>Cannot afford treatments</div> <div>Availability of doctor and nurses</div> <div>Get frustrated</div>	<div>Alternate hospital</div> <div>Treatment satisfaction</div> <div>Mindset of patient</div>
Touchpoint What part of the service do they interact with?	<div>Hospital with better care</div>	<div>Proper bed facilities</div> <div>Availability of resources at correct time.</div> <div>Active co-operation of patients</div> <div>Predicting length of stay</div>	<div>Opinion of their treatment</div> <div>Discharge of patients</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			
Backstage			
Opportunities What could we improve or introduce?	<div>Using previous records</div>	<div>Bed allocation differ based on</div>	<div>Doctor patient ratio</div>
Process ownership Who is in the lead on this?	 <div>Patient</div>	 <div>Patient</div>	 <div>Hospital and patient</div>