# Customer Journey Map

## 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.

| | SCENARIO — Browsing, booking, attending, and rating a local city tour | **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? |
|---|---|---|---|---|---|---|
| **Steps** What does the person (or group) typically experience? | | visit website or app; Booking Appointment to hospital; choose a time ,dates,and number of people | payment and book for checkup; Email confirmation | Email remainder | Meet the reception list and book the timing and token; Arrive the Hospital; Get the check up and enter the waules into this project user interface | Leave the guide; prompt the review; Writing and submitting the review | Checkup appears in the user profile; presonolaod recommendation; personalized other personal checkups |
| **Interactions** What interactions do they have at each step along the way? ▪ **People:** Who do they see or talk to? ▪ **Places:** Where are they? ▪ **Things:** What digital touchpoints or physical objects would they use? | | check whether the prediction is correct or wrong; check the valid details; will give the result with a short period of time | This decision tree algorithm will predict the data; It will be designed in a such a way that the payment can be processed in IOS and android platform; verified with the Email verification | The availability and timing will be evenly scheduled in the application; Direct interaction with the guide | the diagram communicating condividually with the nurse guide who will save the review | Customer email (ex: Email,oulook,icloud) |
| **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | | help me how to get the correct result from the prediction; avoid getting the false information | false information is totally avoided; verification will be totally checked | Understanding of the application process working; make the feel good in the decision of regular checkups | make the experience of the patient to be more convenient regarding the regular checkups | check the trained data be valuated accordingly |
| **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | | No need of waiting in hospital for looking into the appointment | provides the verification of the user so we could avoid the fake registration | As we have prebooked the we no need to wait for the check ups in the hospitals; provide you the better convinence of staying without rush and provides good prediction | people will leave the hospital happily as the dat valuation will be done soon | As it provides the better accuracy it will make the paitent to trust |
| **Negative moments** What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | | Several people of booking on the same date will leads to uncomfortable time slot of checkups | If many people try to access the registration process atbthe same time it leads to sever crash | the time slot will be not applicable if there are many user registration and server many went down | process of analysis is a bit harder | if the people trust the modern technology medical treatment the review will be good in future |
| **Areas of opportunity** How might we make each step better? What ideas do we have? | | Provide a simpler summray to avoid information overload; Show the highlighted common phrases from review of old patients | get the valid verification from the user and avoid fake registration | | we could give the priority of data analysis and preprocessing of availability checking and predicting | how might we totally eliminate the ackward moment | people feer are a bit of taking the technology treatment |