









# Project Design Phase II

## Customer Journey Map

Date	16 October 2022
Project Name	Visualizing and Predicting Heart Diseases with an Interactive Dashboard

### Customer Journey Map:

The customer journey map is a visual representation of the steps a customer takes to complete a specific action, such as signing up for a product trial or subscribing to a newsletter. The more steps involved to complete the specific action, the more detailed the customer journey map will be.

		 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?
 <b>Steps</b> What does the person (or group) typically experience?		searching online Finding prediction dashboard Register User	Visualize the information of prediction Symptoms of users- Input Reviews of the users about prediction system	Easy to access and visualize the prediction
 <b>Interactions</b> What interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?		Interactive Dashboard for Heart Disease prediction Online Disease Prediction	Interaction with Dashboard View the results from interactive dashboard	Menu to exit
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		To check if user has a risk of heart disease Help users get awareness about my health condition	Quick prediction for the given symptoms Emotional support empathy and respect	Maintain good health Awareness about heart diseases
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		Detailed information about diseases Easy to access and visualize the prediction Tips to improve lifestyle	Clear information communication	Improved prediction system Detailed explanation about the disease
 <b>Customer Feelings</b> What is the customer feeling?		Fear about their health condition	Trust User friendly environment	Cost-effective method Knowing health condition from home
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?		Suggestion to avoid heart diseases	Learn about treatment and selfcare	Incorporate new desired activities Staying informed about the diseases