



# 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.

Created in partnership with



## customer journey map

Team id: PNT2022TMID13597

Project: Visualizing and predicting heart disease with an interactive dashboard

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div></div> <div>create account by entering mail and password,after verified by OTP, user will be logged in</div> <div>app searches user's facebook id.if it exist,user will be logged in</div> <div>app searches user's google account.if it exist,user will be logged in</div>	<div></div> <div>create account by entering mail and password,after verified by OTP, user will be logged in</div> <div>app searches user's facebook id.if it exist,user will be logged in</div> <div>app searches user's google account.if it exist,user will be logged in</div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div></div>	<div></div> <div>Contain modules to collect medical records,entry symptoms,</div> <div>Contain user information, medical background &amp; other settings</div> <div>Contain prediction results in a visualization form.</div>	<div></div> <div>Prediction and visualization</div> <div>Doctor suggestion and consultation</div>	<div></div> <div></div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div> <div></div>	<div></div>	<div>immediately</div> <div>long term</div>	<div>user comfort</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div> <div>medication</div>	<div>symptoms</div>	<div>Provide weekly health data to the user that shows improved health condition</div> <div>If user has disease,expert doctor suggestion will be provided by app</div> <div>Improved prescription alerts</div> <div>Daily reminder and alerts</div>	<div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div></div>	<div></div> <div></div>	<div>misdiagnosis</div> <div>heart disease</div> <div>overuse of data analytics</div>	<div>discontent</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div></div> <div>mail</div>	<div></div> <div>Designed together for the easy usage of use</div>	<div>By integrating smart watch</div> <div>Notifies hospital &amp; family when user is at risk</div> <div>Sleep tracking</div> <div>Medication pre</div> <div>calorie counter</div>	<div></div>