Overcoming Heart Disease

SCENARIO

Testing, Treatment , Examination and Discharge

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?

- Making test appointment
- Physical Appoinment
- Finding name of Tests
- Available dates for test
- Showing customers the test slots
- Fixing date
- Complete payment information
- Confirm payment & book slot
- Email & SMS confirmation
- Test Reminder
- Arrive at lab
- Meet the technician
- Testing
- Back to Technician
- Result
- Consultation
- Result in website
- If Negative result
- If Positive Result
- Doctor opinion

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?

- Test appointment can be made through online and offline
- The Hospital has its own website to book for Doctor consultation and for tests
- In the website there are separate buttons for consultation and for lab tests
- Customer can find dates in billing counter and also in website
- The dates will we visible for the customer with variation in colors
- Available dates will be Green in color and other dates will be Red
- All these options can be seen in website and also in cash counters too.
- There are separate portals for Payments like "cc avenue"
- From the payments portals customer can select any one gateway and can make payment
- There is a specific program and software are running behind the website the generate auto confirmation notifications
- This software will also act a reminder to make remainder
- Every details including the building name and room number will be mentioned in the invoice
- The customer can get the hospitals guide book to get navigated
- While going to lab the customer can be navigated through the sign boards
- If the customer ask the way with any other public then they might be wrong routed
- The main and smart mode of navigation is done through website by providing map
- There will be many securities in hospital to get directed the customer
- When reached the lab the technician will ask to provide the invoice
- After verification the samples will be collected from the customer by the technician
- During collection the technician will ask the customer not to be afraid
- The samples will be processed by the lab technicians
- When the result got ready notifications will be sent to both the customer and to the doctor too
- The doctor will go through the test and will call the customer to share about the result
- The customer can also view and download the result through the profile in website
- For Negative result the customer can go home for he doesn't have any problem with the test.
- For positive result the customer should cooperate with doctor advice
- If doctor goes for admission or medication the patient should cope up with the doctor
- The doctor and customer will have the check with the result

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

- The website will have a assistant chat to provide assistance
- Till the last extend the assistance will help the customer
- The assistance will finally help the customer to get the slot booked
- The assistance will also help the customer with many ways of payment that will be convenient
- The invoice will have all the details about the test including time and locations
- Helping to find the available dates for test
- There are many payment gateways. So the assistance will help you to find the best
- In every invoice there will be a quote of Confidence " YOU CAN CONQUER "
- When customer reads the quote it gives immense Confident
- The website will provide the customer regarding each and everything that should be undergone
- In the lab quotes will be written " NO WORRIES " to give comfort
- The technician will speak to the customer to give him enough courage and clear mind
- This will help the customer to get through the test
- Then the customer will leave the lab with confidence
- During the consultation the doctor because of the confident that the customer experienced he/she
- This will help the customer to see his/her mental improvement
- The customer will wait for the doctor advice and cope up
- The doctor will make prescription to the customer to cure

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- It becomes joy to the customer when they get their appointment on their desired dates
- If the customer get the dates as he/she desired then it would give them immense joy
- While fixing the desired date the customer will go beyond the joy
- The customer becomes over joy by getting concessions in billings
- If the customer is short term memory loss then the reminder would easily help them to remember, this makes them
- All the staffs in the lab and hospital will be good in character
- The customer would really love the atmosphere in hospital because it is highly rated
- Customers will always give good feedback

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Customers use to put anger first if they are not finely navigated
- When customer starts to surf through website lot of issues may occur in website because of server
- At this step customers get confused and irritated
- The customer will be confused that will it suit for the customer or what
- The customer behave awkward when he get wrong navigation
- In some cases the customer should obey the rules that they not agreeing
- Customers don't wish to have peoples to sit along with him in waiting hall with open sneezing cough and fever
- When customer see other giving tips to security or to others then they get temped to give to tip I order to make an show
- Because of this the customer makes bad reviews
- Because of these the reviews are very low when compared with other hospitals
- This way of review brings bad impression to the management

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Making the website much easier
- By making website easier it becomes easy for everyone to get access
- By bringing voice assistance in every language the website will be made very easy
- Taking out all the unwanted options gives more attraction
- The important locations and tabs can be highlighted to make easy for customers
- By placing enough sign board in easier way make the customer happy
- The sense of giving tip might appreciate the security this will be encourage
- If the security in genuine then he should not receive the tip
- The awkward movement can be
- The communication is the most important thing so security with multi language will be preferred
- Doctors consultation is made very easy for all the customers through website
- By making the history of treatment, payments, consultation customers can easily remember
- After the treatment gets over from the feedback that the customer give will help for management improvement

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behavior