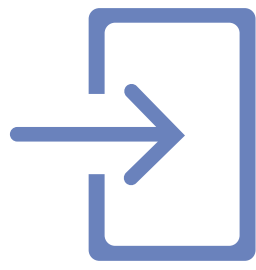


Project Design Phase-II
Customer Journey Map

Team ID	PNT2022TMID21113
Project Name	Analytics for Hospitals' Health-Care Data
Maximum Marks	4 Marks

SCENARIO

Browsing, booking, attending, and rating a local city tour



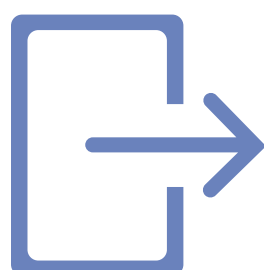
Enter

What do people experience as they begin the process?



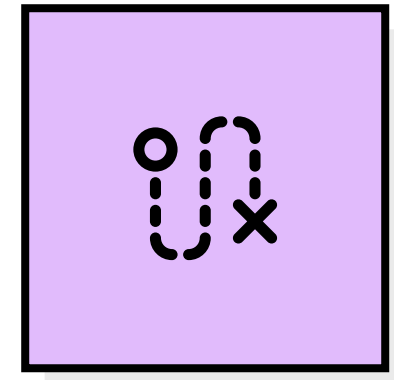
Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Steps

What does the person (or group) typically experience?

Login

User logs in to the web application

View Visualization Report

User views the generated visualization report for the given dataset

View Analyzation Details

User can view insights about the generated patient dataset

View Predictive Analysis Report

User can view Predicted report on Length of Stay (LOS) of Patients

Act According to the Prediction

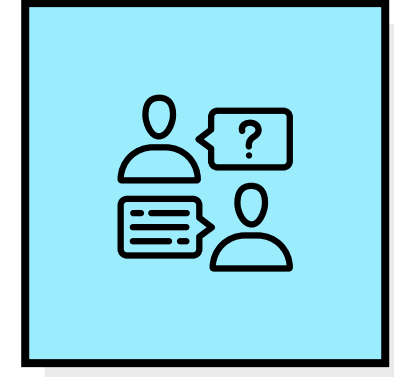
Doctors or Hospital Manger acting upon the prediction result

Review Accuracy

User can review the accuracy of the prediction

Submit Feedback

User can submit feedbak about the web application



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?

Sign in / Log in Process

Results based on the dataset

Reports based on the insights based on the dataset

Results based on the previous scenarios resulting into making a conclusion

Optimized Treatment Plan

Bed Allocation Count

Review enquiring about the accuracy of the prediction

Feedback helps to formulate new plan for the system or adding any changes to the existing system



Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Help me to Login or Forget Password?

Help me to look into the visualizations in the dashboard

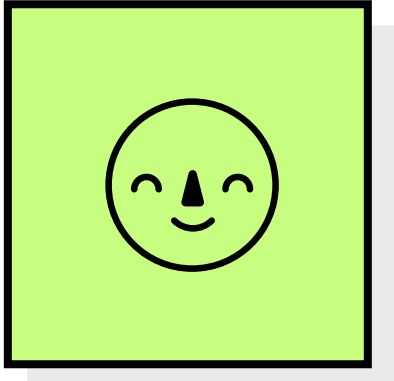
Help me to view the insights

Help me to view the predicted results of LOS

Help me with treatmet optimization

Help me with review about Accuracy of Prediction

Help me with the submission of feedback



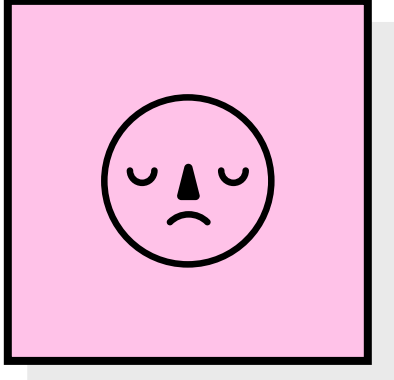
Positive moments

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

Curiousness

Feeling Productive or Supportive to view the report

Feeling happy to share review

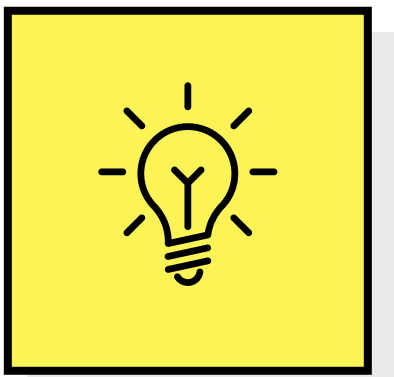


Negative moments

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

Feeling sad for network issues or landing at a fake site

Prediction result can be concerning when it is inaccurate or high



Areas of opportunity

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

How can we make the Login process smoothly?

How can we make the visualizations more helpful?

How can we make the Insights more helpful or easy to understand?

How can we make the predictions more accurate?