

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP:

Date	9 TH OCTOBER 2022
Team ID	PNT2022TMID28002
Project Name	Global Sales Data Analytics

Journey Steps	Emergency Care	Hospitalization	Length Of Stay	Resource Allocation	Periodical Reports	Follow up consultation
Actions	Patients affected with dangerous disease will have the necessity to be admitted in hospital.	Patients Should be Hospitalized after the result being positive by respective team or Management & Staffs	The length of Stay of patient should be decided by medical specialist based on the severity.	The resource necessary for the treatment should be provided by the hospital Management.	After complete analysis of patient's condition , periodical reports are created with particular time interval.	Once recovered, Follow up consultation is necessary for being aware of the prevailing situation.
Needs and Pain	People want to Test and get the results about their physical condition.	The health environment for patients and proper caring & maintenance by the respective doctors & staffs.	Patient wanted to be monitored properly by the corresponding staffs and doctor.	Proper resource allocation for the ongoing treatment.	Patient need the report to be in a positive way.	Patient need to remain healthy.
Touchpoints	Test & Results	Physical mode of Admission.	Analyzing the severity of the disease.	Analyzing the patient's condition.	Reports on Pharma Portal.	Android Application or Video Conference.
Customer Feeling	Nervous and Tensed.	Tensed & Worried about health & recovery.	Depression and Anxiety.	Tensed.	Positivity.	Happy & Relieved.
Difficulties	Difficulties in reaching the hospitals with better environment and hospitals with vacant beds.	Admission process and hospitalization may take longer than expected.	Depends on the case, The extreme Lof may affect the patients confidence and increase depression and anxiety.	In some case, Difficulties may rise in timely allocation of resources.	In some case, Report will not favor the patient, and need to stay hospitalized longer.	In some case, The is a chance of affecting by the same disease again.
Expectations	People wanted everything to be smooth & they expect the test result should be negative.	Patients want to get recover or cure as soon as possible with instant treatment.	Patients want to return home within less period of time.	Patient expects to be treated properly with the required resource.	Patient expects the report to be positive.	Patient expects to remain healthy with doctor's consultation.