PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Date	20TH OCTOBER 2022
Team ID	PNT2022TMID00874
Project Name	Analytics for Hospital Health-Care Data

Steps in the Journey	Emergency case	Hospitalization	Length of stay	Resource Allocation	Periodical Reports	Follow Up Consultation
Actions	COVID-19 positive patients will be required to be hospitalized.	Hospital administration and staff are in charge of hospitalizing patients.	Doctors and nursing personnel should consider the LoS of patients.	The essential therapeutic resources that have been allocated	Data on each patient is examined, and reports are generated.	Further doctor consultation is required to fully understand the condition.
Needs and Pains	People desire to test their physical state and receive findings.	The health environment for patients, as well as the proper care and maintenance provided by the relevant doctors and staffs	The patient desired to be adequately supervised by the appropriate staff and doctor.	Appropriate resource allocation for continuing treatment	The patient requires a favorable report.	Patient need to remain healthy
Touchpoint	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 and Relieved
Difficulties	Difficulties getting to hospitals	The admissions procedure may be lengthy.	The severe LoS may have an impact on healthcare personnel.	Difficulties in allocating resources on time may increase.	Positive patient feedback is expected.	A good consultancy
Expectations	Facility to reach nearby Hospital	Immediate Treatment	LoS	Timely resource allocation	Expected Reports	A Good Doctor to Consult