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# Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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

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## Steps

What does the person (or group) typically experience?

## 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?

**Entice**

How does someone initially become aware of this process?

**Trying to navigate the internet**

**Getting to know the dashboard**

# Enter

What do people experience as they begin the process?

**Gathered information from the peer group**

**prescription from a doctor**

**User friendly process**

**Utilization of the dashboard by customers**

# Engage

In the core moments in the process, what happens?

**Explore the interface**

**User account creation**

**The necessary input is provided by the user in the dashboard.**

**Learn from the visualisation**

**Get information based on the symptoms and parameters.**

# Exit

What do people typically experience

as the process finishes?

**User can access the health data**

**can learn about one's current state of health**

**Get quick results**

**User develops health awareness**

**Recommend to acquaintances**

**Follow a healthy lifestyle**



**Template**

## Goals & motivations

**rapid and precise cardiac disease prediction**

**Helps user to maintain good health**

**encourages user exploration of user-friendly environments**

**Different visualizations on health data**

**helps the user determine whether they have heart illness**

**Through a web application, users can interact with the dashboard.**

**identifying heart disease risk factors**

**User interaction with the dashboard**

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

**Helps user to enter health data**

**keeps the consumer informed of his current state.**

**increases heart health awareness**

## Positive moments

**Clear overview about the heart disease**

**from visualisations, clear insights**

**Information in-depth on the root causes of heart disease**

**helps the user explore at their own speed**

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

**Helps user to access health data**

**Easy access and prediction**

**Accurate results in prediction of heart disease**

**Improved accuracy in prediction of heart disease**

### Negative moments

**The user can be perplexed by the expected results.**

**induce dread regarding user health**

**A user who is unfamiliar with the environment may make mistakes.**

What steps does typical person find frustating, confusing, angering, costly , or time consuming ?

**Keeps user in a dilemma**

**User cannot explore when he/she is offline**

**The user might be hesitant to use the programme without a doctor's advice.**

**Predicted outcomes could be worrying and tense for the user.**

**User might fear about security of data**

## Areas of opportunity

**Users are urged to stay aware about heart illness**

**Recommending Healthy lifestyle**

**Creating interactive dashboard**

**Providing Suggestions to user to lead healthy life**

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

**user advice on self-care and safety measures**

**offering recommendations for doctors**

**suggesting remedies for heart disease**

**A list of the causes and signs of heart disease**